# MOTION PICTURE HERALD

## TRADE PRACTICES SHOOTING WAR ON

Industry Ready to Argue
Its Case for Theatre TV

REVIEWS (In Product Digest): NIAGARA, SHE'S BACK ON BROADWAY, JEOPARDY, TREASURE OF THE GOLDEN CONDOR, THE LITTLE WORLD OF DON CAMILLO, OF LOVE AND BANDITS

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TITANIC

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THE FARMER TAKES A WIFE Technicolor

GENTLEMEN PREFER BLONDES Technicolor

and watch for THE ROBE Technicolor

and more to come!

There's No Business Like Century-Fox Business!

(BACK

SILVER ANNIVERSARY

Feb. 15-22

BROTHERHOOD WEEK'S



## MOTION PICTURE HERALD

MARTIN QUIGLEY, Editor-in-Chief and Publisher

(QP)

MARTIN QUIGLEY, IR., Editor

Vol. 190, No. 4

January 24, 1953

#### Spotlight on Showmanship

T SHOULD be a matter of chagrin to the motion picture industry and its people that other industries have copied the showmanship of the theatre and now practice it to a superior degree. In many areas it is the local department store that excels in showmanship. There are even drug stores that make the aggressive, enthusiastic selling of the local theatre seem pale and wan.

What can be done to glamorize and promote through showmanship what is basically a rather prosaic product is illustrated by the advertising and promotion in the automotive business. No visitor from Mars would understand how a motor car manufacturer such as General Motors could set up a Motorama at the Waldorf in New York and present from January 17 to 23 a show in the theatrical sense that makes relatively unappealing some Broadway attractions.

The GM show was much more than a show of cars. Music, color, lights and a stage show in the Broadway tradition all were included. The result in the words of a New York Times news dispatch was "a glittering ensemble of cars arrayed against a futuristic background."

If showmanship selling has an important place in automobiles, its potentialities for the theatre showing motion pictures are virtually unlimited. The industry must keep the spotlight of public attention on its product. One way that may be done is to revitalize the practice of showmanship. The art and science of showmanship need to be practiced better in all ranks of the three branches of the industry.

#### A Way Out

T PRESENT plans for an industry arbitration system are firmly impaled on the horns of a dilemma. On the one hand Allied States Association has reiterated its rejection of the arbitration plan. Also, it refuses to discuss modifications in the draft until alleged trade practice abuses are curtailed. On the other hand, distributors have made clear that they have no intention of discussing the possibility of arbitrating film rentals.

Just as a point was reached in the Panmunjon "truce talks" between the United Nations and the Communists at which there was no common ground for discussion, so also with respect to industry arbitration there no longer exists a willingness on the part of all the principals to sit down and talk. This regrettable state of affairs calls for a new approach.

In some quarters there is sentiment for "going along without Allied." Ultimately, such a course may be necessary but it should be deferred until all other reasonable

approaches are explored. Establishment of an arbitration system without Allied would be like an attempt to run a car with a wheel missing. Morover, there is uncertainty whether the Department of Justice and the Federal Court would bestow a blessing of approval on a national system spurned by Allied.

The fact that an arbitration system can not be formed immediately does not remove any of the problems that arbitration might ameliorate. Perhaps up to now there has been too much concentration on a plan or system of arbitration. Arbitration has always been available as a means of adjusting any dispute provided that the parties concerned consent to arbitrate and agree to be bound by the decision.

The arbitration impasse might be broken and especially acute local conditions improved if some of the distributors would announce a willingness to arbitrate now on an individual situation basis. The arbitration draft, on which so much time was spent during 1952, could be used as a basis for setting rules and procedure in each case. Advance agreement would of course have to be obtained from all parties involved on exactly what was to be arbitrated. A comparatively small number of such "individual" arbitrations successfully concluded in various parts of the country could readily clear the way for the establishment of a national system. Given a chance, arbitration can prove its value to both exhibitors and distributors.

I From time to time-most recently in an address early in January to the Spokane Chamber of Commerce -Mr. Eric Johnston, president of the Motion Picture Association, has dwelt on the effectiveness of combatting Communism through ridicule and satire. A favorite example is "Ninotchka." Mr. Johnston implies that little can be accomplished in films through propaganda. The fact that anti-Communist films have been generally disappointing at the box office would seem to be reflections on their weaknesses rather than on the medium itself. The direct value of serious films with a message was shown many years ago with such pictures as "I Am A Fugtive from a Chain Gang," "Hitler's Children," "Confessions of a Nazi Spy." Literature too has abundant examples outside the genre of satire, "Uncle Tom's Cabin," Galsworthy's "Justice," "Les Miserables," "Oliver Twist" and many others. Just as ridicule has a place in controversy, it has a place in films about Communism. That place, however, is limited. Ridicule is directed against the enemy. It never serves to win him over but makes him a more bitter enemy. Communism is not a foe that will be overcome by ridicule as presented through the medium of the motion picture.

## Letters to the Herald

#### Plus and Minus

To THE FRITOR:

Looking at the motion picture industry for 1953, we must take several things into consideration. One factor on the plus side could be Cinerama, or some so-called third dimension method—in other words, something new that the public will once more pay to see. However, TV remains a factor on the minus side until we can learn to use it for our benefit as we did radio.

The attitude of our producers toward TV films without safeguarding cooperation from TV for our benefit is a trend on the minus side. The more they give TV, the less able we are to have anything the public will pay to see. The problem is how to hang on until something new does come to give that new "lease on life" to theatres.

Another important factor would be, if it were possible, better pictures. Let's not kid ourselves among ourselves. There isn't one in 20 pictures that the public stops to even notice now. A "Showboat" or a "Greatest Show on Earth" grosses bigger than ever. The little pictures, and the intermediate pictures, and that goes up to lots of first and second bracket product, won't get a thin dime. The people say of them, "Movies are awfully poor now; they're all alike—been done over and over and over!"

Obviously, I write from the theatre angle only, small theatres, at that. We are not enjoying what's happened to us!—LEO F. WOLCOTT, Chairman of the Board, Allied Independent Theatre Owners of Iowa and Nebraska.

#### More Patrons

TO THE EDITOR:

The single most important problem of the motion picture industry today is how to get more patrons into the theatres. Solve that, and all others resolve themselves!—SENN LAWLER, President, Motion Picture Association of Greater Kansas City.

#### Pictures First

TO THE EDITOR:

Our experience in this locality during the year 1952 has convinced me—if I ever lacked conviction—that the most important factor of the industry is the same as it has always been, that is, *Pictures*.

This area, particularly the San Francisco Peninsula where my own circuit operates, is heavily saturated with television sets and if television is to be or become responsible for the destruction of the motion picture industry it would have shown marked symp-

#### BEST READING

To the Editor:

I read the HERALD'S every edition and find it the best reading a theatre manager has on the market.—ROB-ERT H. DUCHES, Lucas Theatre, Savannah, Ga.

toms of doing so during the past year. On the contrary, our grosses at the theatres exceeded those for 1951.

The public will go to see, and pay for, pictures that they want to see. They will not go to a motion picture theatre, as they did for many years, simply to be going to a theatre, or as a demonstration of the gregarious instinct.

Such poignant problems and difficulties as the vicious 20 per cent admission tax, the equally vicious and dangerous 16mm anti-trust suit, the lack of cohesion and cooperation among the various branches of the industry, the ever increasing cost of programs, are not to be lightly considered, much less written off, but, after everything else is said and done, if the producers will give us pictures that the public wants to see the motion picture theatre will still provide the best form of entertainment that the public can have.—L. S. HAMM, President, California Theatres Association.

#### The Whole Scene

TO THE EDITOR

The motion picture industry is one vast business enterprise composed of many segments. Each segment is a major portion of our industry.

If the responsible leaders of production, distribution and exhibition would take time out at regular intervals to survey the industry as a whole, to study its trends and problems and then act for its betterment we would find our industry ship sailing in calmer waters.

Let these leaders, so to speak, get out of the valleys of production, distribution and exhibition and climb a mountain or two in order to get a total view of our industry. Then, instead of acting as big frogs in little ponds, let them exert their abilities, influence and efforts toward making one big pond better for all segments of the motion picture industry.

I am aware of COMPO and it's a step in the right direction but much seems to be desired yet.—JOHN C. VLACHOS, President, Allied Theatres of Michigan.

#### Something New Needed

TO THE EDITOR:

We have reached the time for intervention in the motion picture industry. We are now in the same cycle that we were in at the time of the intervention of talking pictures, when the grosses at our box offices were at such a low ebb.

If the motion picture industry expects to remain the number one entertainment industry of the American public it must keep ahead of all other entertainment offered to the public. We have approached the brink of evolution in this industry, which at this time seems definitely to be some type of third dimension in motion picture entertainment.

Since talking pictures our progress as leaders in the entertainment field has not been in keeping with the progress of the rest of the entertainment world, and if this industry is to survive, it must come forward with new and better entertainment values than we are presenting to the public today.—J. H. THOMPSON, President, Motion Picture Owners and Operators of Georgia.

#### Extending a Hand

TO THE EDITOR:

The most important factors in the face of near catastrophe in the operation of the motion picture theatre are removal of the 20 per cent admission tax, and constant application of every idea and effort to hold and gain new customers. Human consideration and fair play are needed from the local salesman to the top sales chief who sell the motion picture. Both producer-distributor and exhibitor must work more closely together to narrow the gap between them in dealing for the commodity, the motion picture: I believe the objective today should be, "have a plan and work the plan" together. Russia has the dog-eat-dog and brute force idea. Today the whole world is against them. Someone must start with an idea and sincerity of purpose. I am extending my hand in that direction .- R. VERNON McGIN-NIS, Chairman of the Board and National Director, Allied Theatre Owners of Okla-

#### Live and Let Live

TO THE EDITOR:

The two most important factors that can help our industry for 1953 are better pictures and a live-and-let-live sales policy.—
DR. J. B. FISHMAN, President, Allied Theatres of Connecticut.

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Clues as to the policy of the Department of Justice under the new Administration, particularly as to the fate of the Government's filmsfor-television suit, are still scarce. Herbert Brownell, who is the new Attorney General this week told the Senate Judiciary Committee he would "press all major anti-trust suits now in the courts." A few minutes later, however, he declared that as Attorney General he would make a "thorough, impartial study of all cases, including those now under investigation," with re-evaluation "where necessary."

"The Robe," Lloyd C. Douglas novel about the beginnings of Christianity went into work this week after 10 years of preparation. Construction of the sets started this week at the 20th Century-Fox studios for the Frank Ross Technicolor

## GRAINGER TO RKO

James R. Grainger, general sales manager for Republic, will assume the presidency of RKO early in February. Reports of his selection for the post were unofficially but authoritatively reaffirmed this week.

He will conclude his affairs at Republic during the first week of February, and will probably assume the RKO post February 9, it was said.

Meanwhile it was announced in Hollywood Tuesday that the RKO publicity, advertising and exploitation department would be realigned. Perry Lieber, now studio publicity head, is to become national director of publicity and exploitation, with Elliston Vinson, who has been handling the RKO account for Foote, Cone and Belding, directing national advertising. Both men will remain on the coast. Richard Condon, in the New York office, will be in charge of eastern publicity and exploitation. It was reported that Ben Grimm would be eastern advertising director.

production which it is estimated will cost \$4,000,000. Thirty-one interior and 10 exterior sets will be built, eight of the studios' 15 sound stages will be utilized, and 60 per cent of the 360 acre back lot will be employed for the sets. The director will be Henry Koster.

▶ Universal's annual report for the fiscal year ended last November 1, scheduled to be released soon, will show a net profit only slightly less than the \$2,267,784 reported for the 1951 fiscal year. The net will be slightly over \$2 per share it was indicated.

▶ One of the new members of the House Un-American Activities Committee, Kit Clardy (R., Mich.), could be the man who forces the committee to reopen its Hollywood investigation. Rep. Clardy may have been impressed with the way publicity about the committee catapulted his neighbor, former Rep. Potter, into the U. S. Senate, and perhaps would like to follow suit.

There appears more hope at the moment than for many years past of a modernizing of New York City's antiquated building code with respect particularly to legitimate theatres. Moves are afoot to revise the regulations in order to make the theatre more attractive for more people. Such action for the legitimate theatre is seen as having a beneficial effect also on the midtown area as far as motion picture theatres are concerned. If nothing else, modernized legitimate houses will bring more people into the area, and that is always helpful to the film houses.

▶ Observers doubt that Senator Tobey's blasts at the ABC-UPT merger will block Federal Communications Commission approval of the proposal.

▶ Revision of the Taft-Hartley law, which is first on the agenda of both House and Senate Labor Committees, could give Hollywood unions another chance to push their proposed change to require workers to join up in union-shop studios after only two or three days, compared to the present 30 days.

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## This week in pictures



SHOWMEN at the National Allied board and Allied Gulf States meetings in New Orleans last week, Seated are B. V. Sheffield, Poplarville, Miss., and Ed Ortte, Gulfport, Miss. Standing, John Luster, Robeline, La.; Leon J. Bamberger, RKO Radio sales promotion manager; Milton Guidry, of Lafayette, Nic Lamantia, of Bogalusa, and B. D. Fiske, of Oak Grove, all in Louisiana.

THE PRODUCER and his wife were there. Gabriel Pascal and Mrs. Pascal, below, at the opening of his RKO Radio release, "Androcles and the Lion," in the Capitul Theatre, New York, last week.





ONE OF THE CHRISTOPHER AWARDS is given by the movement's founder, Father James Keller, left, to Robert Mochrie, Goldwyn Productions vice-president, accepting for the makers of "Hans Christian Andersen," RKO Radio release.



GUS METZGER, left, an amusement industry man since 1906 and a West Coast exhibitor since 1926, receives a diamond studded pass from Charles Skouras, National Theatres chief, at a Los Angeles dinner celebrating Mr. Metzger's 75th birthday. He has a circuit and is an exhibitor leader.







by the Herald

MINISTER 1 (1997)

OPENING SPEECH, Tuesday, at luncheon, as the Community Relations Conference of national Motion Picture Councils got under way. The three-day affair was at the Museum of Modern Art, New York. Above, Mrs. Hulda McGinn, of California, is the speaker. With her are Mrs. Mary Looram, left, International Federation of Catholic Alumnae; and Marjorie G. Dawson, and Arthur DeBra, Motion Picture Association of America, hosts. See page 26.



THE PARAMOUNT THEATRE held sway on Broadway the night of January 13, with one of the most impressive of the klieg-lighted premieres. It was Warners' "The Jazz Singer," which not only attracted one of the greatest collections of personalities, and some of the greatest street and theatre throngs, but benefited the Foundation for Infantile Paralysis. At the upper left, stars Danny Thomas and Peggy Lee are interviewed. Next, they watch United Paramount vice-president Bob Weitman present approximately \$50,000 for the Foundation, to columnist Earl Wilson. Above, the marquee display.

PERSONAL APPEARANCE at Cleveland, below, for Robert Taylor, star of MGM's "Above and Beyond." He is seen with Moe Horwitz, Washington circuit: Harold Raives, Schine Theatres; Jack Schulman and Joe Lissaeur, Skirball circuit: Milt Mooney, Coop Theatres; Dorsey Brown, MGM; Leo Jones, Upper Sandusky; Joe Weinstein, Warner Theatres; Burt Lefkwich, Community Theatres, and Jack Sogg, MGM.



DAVID PRINCE has been appointed RKO Radio field divisional sales manager for the South, in reorganization of the field establishment.





BROTHERHOOD WEEK is the subect, at an industry meeting in New York last week. Sol A. Schwartz, chairman, is speaking. With him are Herman Robbins, National Screen: Harry Brandt, Brandt Theatres: Everett Clinchy, National Conference of Chris tians and Jews; and Max E. Youngstein, United Artists.

AWARD, from the chairman of the New York Film Critics Circle, Leo Mishkin, to the "best actress" of the year, Shirley Booth, star of "Come Back, Little Sheba," a Paramount release. The presentation was at the annual dinner.







A TESTIMONIAL for "Bill" Gehring, 20th-Fox assistant general sales manager. At the top, president Spyros Skouras, right, felicitates him. Above, the scene at Toots Shor's restaurant in New York. Some 200 associates and friends turned up. The affair marked Mr. Gehring's 35 years with the company and celebration of "Bill Gehring Week."



THE COLUMBIA PICTURES FAMILY. The scene above is from the unique sales meeting held by the company at the Drake Hotel in Chicago, last weekend-a meeting concerned with only one picture, "Salome" —and bringing from all over the globe the top responsible executives concerned with making the picture successful for the company and for showmen. See page 32.

IN RANGOON, Burma, Prime Minister U Nu relaxes for a showing of "The Greatest Show on Earth," DeMille-Paramount picture.



## TRADE PRACTICES COLD WAR TOSSING SPARKS

#### Myers, Snaper of Allied Launch Frontal Attack; Arbitration an Issue

by VINCENT CANBY

The temperature of the long standing cold war over trade practices between National Allied and distribution rose rapidly toward "hot" this week following flat rejection of the distributors' arbitration draft by the Allied board in New Orleans January 14.

In New York and Washington the fighting Allied policy was reemphasized and redefined by Wilbur Snaper, president, and Abram F. Myers, general counsel. Mr. Snaper, at a New York press conference Tuesday, said flatly there was no point in further arbitration discussions with distribution as long as the latter continued its allegedly discriminatory trade practices, dealing principally with film rentals and pre-release engagements.

#### Levy Says Exhibitors Should Use Tribunal

In the absence of any direct comment from distribution, the remarks of Herman Levy, general counsel of Theatre Owners of America, took on the aspect of a rebuttal to the Allied argument. Referring to the Allied-rejected arbitration draft, Mr. Levy said that exhibitors could not, in effect, afford to deprive themselves of a "speedy, effective and inexpensive tribunal for so many of their grievances."

Remaining above the controversy of the moment, Paramount nevertheless figured in the trade practice news this week with the announcement that it was exploring methods of revising the system of runs and clearances in several situations with a view to ending the tendency for move-ups to earlier subsequent runs. In the light of the Allied policy to consider settlement of general trade practice complaints and integral part of formulation of any arbitration agreement, the Paramount announcement took on added significance.

Paramount, a company spokesman said, is seeking an improvement in the entire playoff situation so that a plan can be established that will be beneficial for both Paramount and its customers. Exploratory work on revised clearances has been started in Minneapolis, Philadelphia and Detroit.

#### Snaper Says Columbia Follows General Practice

In New York, Mr. Snaper specifically attacked Columbia's announced sales policy on its forthcoming "Salome." Emphasizing that he was not "picking on" Columbia which, he said, was simply following the practice of the other companies, the Allied president charged that the terms asked in

### STARR HITS POLICY OF "RUNNING TO POLICE"

Alfred Starr, president of Theatre Owners of America, this week scored "those who wish to run to the police to seek governmental interference." "If that approach can lead anywhere, it will only be to greater stricturing of our industry." The indirect comment on the announced policies of Allied States Association was contained in a statement announcing that sales managers from almost all of the distributing companies would be on hand for the January 27 session of the annual TOA mid-winter board meeting in the Hotel Pierre, New York. The board meeting will start January 25.

effect fixed the exhibitors' admission prices. He also decried the policy to limit "Salome" pre-release engagements to "qualified theatres in cities of 75,000 population or more."

In his opinion, he said, this was a violation of that part of the consent decree having to do with clearances. Asked whether Allied would protest to the Department of Justice, he replied tersely, "There's no doubt about it." Earlier he had said that it was this sort of policy by which distribution "is going to bring Government into the situation" and "which gives every reason for the policy adopted by Allied in Chicago."

Columbia had no comment on the Allied blast.

#### Plans to Protest Policy Of Pre-Release Films

Referring to pre-releases generally, Mr. Snaper said, "This type of policy will be as destructive to subsequent run theatres as anything they (the distributors) have doped up yet" and will be "part and parcel" of the Allied protest.

The policy, he continued, is "rank discrimination against the greater proportion of theatres in the country. I don't know how exhibitors can stay in business, with such terms and no regular sequence of runs."

If distributors really wanted an arbitration system, they would express themselves on these, "our complaints," he indicated. Since, in Allied's opinion, no good can come from further talks with sales managers, Allied will go to the Justice Department with detailed exhibitor complaints, to which end questionnaires now are being sent out to members from Mr. Myers' Washington office.

The official TOA reaction to Allied's latest rejection of a proposed arbitration system was contained in Mr. Levy's statement,

issued Monday in New York. It read in

"It has been hoped that on the basis of what Abram Myers, at Allied's annual convention, called the 'plus points' of the pending plan. Allied would see fit to subscribe to it, with certain modifications, if, as time went on, it became obvious that distribution would be willing to concede to the request of widening the scope of arbitration by including film rental, and, further, the defining of pre-release pictures.

#### Emphasizes One-Way Basis In Rentals Arbitration

"TOA also has looked with favor on the subject of arbitrating film rental, but on a one-way basis only—that is where only the exhibitor may institute the proceeding. And it has looked with favor on the careful defining of pre-release pictures. TOA is willing now, as it has in the past, to sit around a conference table to discuss these matters fully.

"But whether an entire plan, with so many 'plus points' . . . should be completely discarded because it cannot be all things to all men is a question which must have the most serious consideration.

". . . The conditioning of the acceptance of a 'plus point' system of arbitration on the inclusion of certain other matters not now in the system is, in my opinion, a luxury that no segment of the industry can afford."

Mr. Levy said that at the TOA board meeting in New York next week the directors would fully discuss "the stymie which now exists." "I feel certain," he said, "that the board will undertake to accomplish whatever it feels it can to assist in the breaking of the impasse."

The Allied response to this TOA reaction came late Monday from Washington, where Mr. Myers repeated Allied's demand for inclusion of film rentals in any arbitration system.

#### Says Plan Without Allied Would Have Difficulty

Mr. Myers said, "It is amazing to me that an exhibitor leader should ignore the challenge of the distributors' policies and seek to weaken any effort to obtain relief from them. While Mr. Levy was writing his statement, Columbia Pictures was writing its advertising copy for 'Salome,' which brings the number of roadshow pictures in the past 12 months above anything ever dreamed of in the industry.

"Maybe Mr. Levy can explain how theatres who are dependent for product on regular availability can keep their doors open under this method of release."

Mr. Myers said he did not know how often Allied's stand would have to be re-

(Continued on following page, column 3)

## FCC RESUMING ON THEATRE TV

#### Hearings Open Monday; Expected to Continue to April or Even Later

by J. A. OTTEN

WASHINGTON: Monday morning, in the Commerce Department auditorium here, the full Federal Communications Commission resumes crucial hearings on the industry's request for exclusive frequencies for theatre television.

Best guess is that the hearings will continue, on and off, well into March and possibly into April or later. A decision is possible, but not probable, before mid-summer.

#### Considerable Maneuvering

As the hearings approached, there was all sorts of maneuvering and other developments. Among them were these:

Film industry spokesmen contended cost figures submitted by the American Telephone and Telegraph Co, were deceptive, and that while they seemed to indicate lower costs than the industry's own estimates, actually the story was quite the opposite;

Western Union asked the Commission to enlarge the issues in the theatre TV proceedings to include the question of interconnection with other common carrier facilities, especially those of A. T. & T.;

Attorneys for parties to the proceeding agreed on the procedures for conducting the hearings.

First witnesses, when the hearings resume, will be technical and cost accounting experts for the Motion Picture Association and National Exhibitors Theatre Television Committee. They'll finish the technical and financial testimony they started giving during the earlier days of the hearings, last October 20 to 27. Among these witnesses will be Andrew Inglis, Richard Hodgson, Lester Isaac and Manfred Toeppen.

#### Cross-Examination Set

Following them, other parties to the proceeding will put on their cost and technical witnesses. Then there'll be cross-examination of all the persons testifying up to that point, and finally rebuttal witnesses on technical and cost phases. All this, it is estimated, will take at least 10 hearing days.

After that, there'll be at least 10 more hearing days on non-technical testimony by the parties, with MPAA-NETTC witnesses again leading off. Presumably, from time to time the hearings will be recessed to give the Commission a chance to meet on television station grants and other matters.

### ADMIT PUBLIC FREE TO INAUGURATION TELECAST

The Indiana theatre in Indianapolis and the RKO Palace in Cleveland played a public service role during the inauguration. Both houses admitted the public free to their large-screen television pickup of the ceremonies Tuesday.

"And, as usual," says one observer, "all these estimates are probably optimistic as anything."

One of the high points of the early testimony will be new, additional cost data by A. T. & T. On January 12, the phone company gave the FCC some figures on theatre TV costs. It estimated it could cover nine eastern cities with three theatre TV networks at a construction cost of \$4,400,000 and an annual operating cost of \$1,050,000.

#### Estimated \$5,450,000

Officials of MPAA and NETTC earlier had estimated \$5,450,000 as the construction cost and \$2,420,000 as the annual operating cost for the first three years of a three-network system in eight eastern cities.

These figures would seem to make A. T. & T. considerably cheaper. But film industry officials say they're not, and the matter is of crucial importance, since much of the industry's case for exclusive channels rests on the argument that phone company service

is too expensive.

In the first place, industry officials say, the A. T. & T. fi.gures on construction costs cover only inter-city service, not the intracity service. The industry estimates cover both. Secondly, the industry officials say, the A. T. & T. figures cover only the cost of constructing whatever facilities are needed over and above existing facilities. They do not include the cost of existing facilities which will be used in the theatre

Finally, the film industry spokesmen declare, the A. T. & T. operating costs are based on 15 or 20 year amortization periods, where industry figures are based on three-year amortization.

#### A. T. & T. to Have Figures

television network.

"We can put in the facilities more cheaply and can operate them a little cheaper to start with," one industry spokesman said. "And after the amortization period, our costs will drop to only a fraction of theirs."

A. T. & T. told the Commission it hoped to have additional cost data ready by the time its witnesses take the stand late next week. Benedict Cottone, FCC general counsel, indicated strongly the Commission might be very displeased if the figures weren't

The Western Union request to include interconnection in the proceedings could touch off a lengthy wrangle. A. T. & T. almost certainly will oppose the request. Film industry officials were inclined to think they would support the petition. "It's quite possible," one said, "that we'll want to use other facilities to carry programs to or from one of our regional systems."

#### TRADE PRACTICES

(Continued from page 13)

peated before it would stick. He also predicted that an arbitration plan without Allied support would have difficulty in getting exhibitor members for local boards in many areas.

In this latter connection, Harry Brandt, president of the Independent Theatre Owners Association of New York, said last week his organization was prepared to go ahead with the establishment of an arbitration system, either on a local or national basis, regardless of Allied. There were indications also that TOA would consider such action at its New York board meeting.

It also was learned last week that the Tuesday session of the Allied board meeting in New Orleans was highlighted by a frank and outspoken attack by Max E. Youngstein, United Artists vice-president, on Allied policy of curbing alleged illegal trade practices through further litigation or the intervention of Government agencies.

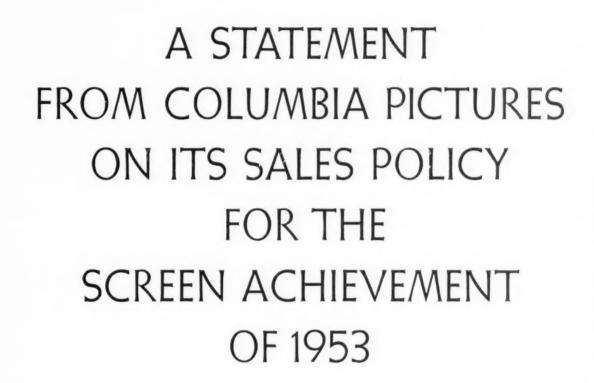
According to a report, Allied officers and members, stung by the verbal lashing, replied to Mr. Youngstein in kind. The UA official is said to have asserted Allied policy would not frighten distributors and if the policy was aimed at putting the distributors out of business, then it would be time for Allied members to pause and think. If you are successful, Mr. Youngstein asked, where will the product for your theatres come form? Where will the exhibitor be?

Levy Sets Pre-Release "Peter Pan" Openings

Charles Levy, eastern publicity director for Walt Disney Productions, left New York last weekend on an extended tour of key cities where pre-release openings of "Peter Pan" already have been set by RKO Radio to follow the world premiere engagement of the all-cartoon Technicolor feature February 5 at the State Lake theatre in Chicago. Mr. Levy, with the assistance of an RKO field exploitation representative, will set up a preliminary promotion campaign in each city. When he moves on, the field man will remain to follow through up to opening day.

#### New Tennessee Drive-In

W. B. Hammaker and C. W. Hickson, owners and operators of the Starlite Drive-In, Murfreesboro, Tenn., have started construction on a second drive-in at a location two miles north of Murfreesboro on the New Nashville Highway.





HAYWORTH GRANGER

SALOME

CO-STARRING

CHARLES LAUGHTON

WITH

Judith ANDERSON • Sir Cedric HARDWICKE • Arnold MOSS Alan BADEL • Basil SYDNEY • Maurice SCHWARTZ

AND A CAST OF THOUSANDS

COLOR BY

Technicolor

Screen Play by HARRY KLEINER • Produced by BUDDY ADLER • Directed by WILLIAM DIETERLE

A BECKWORTH CORPORATION PRODUCTION



"SALOME" is, by any measure, the most costly motion picture Columbia has ever produced or distributed. In its multi-million dollar negative, however, is beauty and spectacle and drama enough to justify an even more fabulous expense. And now, with plans finalized for an advertising and promotional campaign representing an additional \$1,000,000 expenditure, "SALOME" looms large as the most significant event on the motion picture horizon.

With its glittering cast, it tells the dramatic story of the beginning of Christianity. No better time could be chosen for its first launchings, therefore, than the Easter season. It is for that





reason that, in certain selected key city first runs, the prerelease of "SALOME" will begin at Easter.

We are fully aware that it is, by law, neither our right nor our function to fix admission prices. That prerogative belongs solely to the exhibitor. Our sales organization has received firm and explicit instructions to that effect.

However, we also recognize the fact that, in the recent past, pictures of similar scope and stature have done extremely well in situations where the exhibitor has voluntarily presented these super-attractions at increased prices. We believe that "SALOME" offers the exhibitor the same opportunity.





In order to prove the power of "SALOME" to the great mass of exhibitors prior to the general release of the picture, we shall limit the pre-release engagements to qualified theatres in cities of 75,000 population or more, which shall be selected competitively based on their offers. "SALOME" will be available for screening at all Columbia Exchanges on or about February 1. Immediately thereafter, we shall welcome, from qualified situations, offers which, for proper evaluation, should include:

- 1. Theatre's name and Exhibitor's name
- 2. Minimum dollar guarantee to Columbia
- 3. Terms (We desire a first week participation of 50% minimum. Percentages for subsequent weeks should also be specified)
- 4. Minimum length of run guarantee
- 5. Control figures to determine holdovers beyond the guaranteed minimum run
- 6. Amount exhibitor proposes to contribute to advertising campaign for advance and first week and for subsequent weeks of guaranteed run
- Such other information as the exhibitor may consider important in helping us to evaluate his offer more carefully

Offers are to be made subject to the following conditions:

- 1. Our right to reject all offers is reserved.
- 2. The run granted will be definitely established; no specific clearance will be granted.

Tremendous public interest will undoubtedly be created by both the national advertising campaign on "SALOME" and the large-scale local campaigns which will launch the picture in each pre-release situation. It is our hope and intention that the maximum number of exhibitors will have the opportunity to play "SALOME" while this public interest is at its greatest. To facilitate this, a sales policy for the further release of the picture will be announced shortly after the first pre-release openings.

### 3-Dimension Is Basking In Spotlight

Three-dimensional films continued in the spotlight this week.

In New York, Joseph Kaufman, Cinerama director of exhibition, announced that Detroit will get its first view of Cinerama early in April. A deal with the Music Hall there has been set, making it the first of 25 theatres in which Cinerama is expected to open in 1953. Work will begin at once to convert the 1,800-seat house. Zeb Epstein, formerly managing director of Warner Brothers Broadway theatre in New York, will go to Detroit to manage the engagement of "This Is Cinerama."

In Pittsburgh "Bwana Devil" which jammed 60,000 fans in seven days into the 2,000-seat Warner theatre, developed a labor headache over the weekend. Members of Local 171, AFL were back on the job at the beginning of the week after closing the house Friday and Saturday morning. Union business agent James Sipe said the "contract signed in 1951 did not cover conditions that now exist because the three-dimensional films mean more work and take more skill to operate." Discussions and negotiations are being held.

In New York this week it was reported that both United Artists and producer Edward L. Alperson were bidding for the purchase of "Bwana Devil."

"Here Is Tri-Opticon," Sol Lesser's three-dimensional film program, produced by Stereo-Techniques, Ltd., of London, opened last Thursday at the Pilgrim theatre in Boston and was to have opened Thursday, January 22 at the Tabor in Denver.

In Hollywood, Natural Vision Corp., originator of the three-dimension process used in "Bwana Devil" established Natural Vision Theatre Equipment Corp., for the purpose of supplying uniform equipment and operational directors. With established equipment houses expected to take over this function eventually, it offers complete equipment kits suitable for all types of theatres, it is said.

#### United Artists Reports Sales of TV Series

Eleven new sales of television program series distributed by United Artists Television to key TV stations throughout the United States and Canada have been announced by George Shupert, vice-president and general manager of UA-TV. The TV series are: "Clete Roberts' World Report," the news-feature program featuring Clete Roberts; "John Kieran's Kaleidoscope;" "The Feminine Angle," woman's show starring actress-author Ilka Chase; "Telesports Digest," featuring sports broadcaster Harry Wismer, and "Cowboy G-Men," the half-hour Western series starring Russell Hayden and Jackie Coogan.

#### Virginia Exhibitor Unit Will Meet May 5-7

RICHMOND: The Virginia Motion Picture Theatre Association will take over all the facilities of the Chamberlin Hotel for its annual convention and trade show May 5-7.

Convention co-chairmen Syd Gates, Norfolk, and Leonard Gordon, Newport News; Association president Sidney L. Bowden, Norfolk, and executive secretary Carlton Duffus, Richmond, have set preliminary plans for the three-day affair.

It was decided the scope of the convention be enlarged to cover the entire Washington, D. C., distribution area, and invitations are extended to all exhibitors in the District and Maryland. Mr. Bowden said membership in the association is not mandatory for this convention and that all Virginia exhibitors will be welcome.

### Awards to Be As Usual

HOLLYWOOD: The Academy of Motion Picture Arts and Sciences board of governors last weekend issued a statement asserting that the withdrawal of financial support from the annual awards function by three major companies will not be allowed to prevent carrying out the annual awards custom, although possibly on a lesser scale.

In the last few years eight majors have jointly contributed about \$100,000 to the cost. Last week three majors—Columbia, Universal and Warners voted against continuing the practice this year. The Academy statement said: "Due to the withdrawal of anticipated financial support, it may be found necessary to present the award statuettes in the library of the Academy."

Meanwhile Herbert J. Yates announced last Friday that Republic will make the same contribution as formerly to the function costs. The announcement said that it was to correct reports that had circulated to the contrary.

#### MGM Will Make Film in Natural Vision Process

MGM will enter the three-dimensional field next month when it begins production of "Arena," in the Natural Vision process and in Ansco color, according to an announcement from Hollywood Wednesday. The film is a rodeo story by Arthur Loew, Jr. and will be shot principally in Arizona. Warner Brothers currently is shooting "Wax Works" in the same process. MGM thus will become the third major studio to produce a three-dimensional film, Columbia having previously made a commitment.

#### Acquire Sabatini Novel

"Bardelys the Magnificent," one of the novels of Rafael Sabatini, has been acquired by Columbia Pictures and placed on Lewis Rachmil's production slate for filming sometime during the coming year.

### No Tax Relief Now Seen By Humphrey

WASHINGTON: Secretary of the Treasury George M. Humphrey told Senators Monday he did not see any tax reduction "in the immediate future."

All indications have been that the Eisenhower administration would put budget balancing before tax cuts, and Mr. Humphrey's statement, made during questioning by the Senate Finance Committee, confirmed these indications. However, the signs have been equally strong that House tax policy-makers are determined to effect major tax cuts this year in excess profits and individual income taxes, if in no other categories.

Senator Hendrickson (R., N. J.) and 10 other Republican Senators this week introduced a resolution to set up a Government commission to study overlapping state, Federal and local taxes.

Late last week House Republicans named five members to fill GOP vacancies on the tax-writing House Ways and Means Committee. The new members of this important group, which would have to initiate any admission tax relief, will be Representatives Sadlak of Connecticut, Baker of Tennessee, Curtis of Missouri, Knox of Michigan and Utt of California.

Formation of the Senate Finance Committee, which handles tax bills in the upper chamber, was completed last week. Senator Millikin of Colorado will head the commit-

In Pensacola, Fla., the Florida Supreme Court ruled last week that the amusement tax, as collected by the city of Pensacola, is valid. The decision was in connection with the case between Paramount-Guli Theatres and the city of Pensacola in which the theatre company protested the use of amusement taxes as security for payment of revenue certificates, funds from which were to be used for the construction of an auditorium on the Palafox Wharf.

#### David Rose Plans to Make Three Abroad

Three pictures are planned abroad by David Rose, producer, he said in New York last week, en route to England. He is scheduled to return in about four weeks. He is nearing end of negotiations for "Lawrence of Arabia," he reported. He also will make two with African locales, the first, untitled, to go before the cameras this spring; the second, "African Rifles," for which he is seeking Gregory Peck as star. In England he will see color prints of "Sea Devils," which he made in England, and which RKO Radio will release.

#### Parker Plans Drive-In

PORTLAND, ORE.: J. J. Parker Theatres will start work within the next few weeks on a 500-car drive-in to cost \$50,000 to be located near Astoria, Ore.

## REXT SERISATI HIT AT THE RIV



Bert E. Friedlob presents

## BETTE D

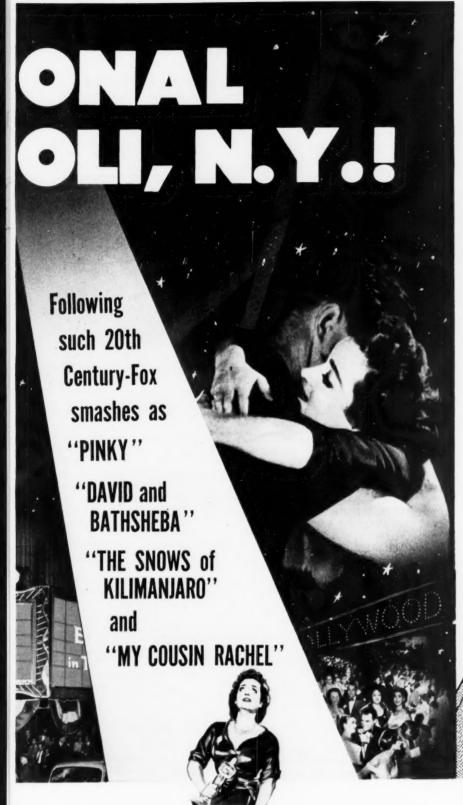
co-starring STERLING HAY

by BERT E. FRIEDLOB · Directed by

EUNSON · Music composed and cond

U

(BACK BROTHERHOOD WEEK'S SILVER ANNIVERSARY Feb. 15-22 1953)



### SKY-HIGH PRAISE!

"A Bette Davis Triumph!"

Walter Winchell

" 'The Star' is a rich, intelligent and sensitive vehicle which will carry Miss Davis smack up to an Academy Award nomination." -Louella O. Parsons

"Academy nomination for Bette Davis in 'The Star'." - Hedda Hopper

"Before awarding Academy prizes, wait until you see Bette Davis in 'The Star'."

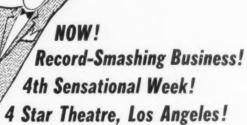
"Bette Davis is superlative in an Academy Award performance."

-Sheilah Graham

"Bette is a cinch to get another Academy nomination." -Sidney Skolsky

"The star is perfect for the picture and the picture is perfect for the star."

-Motion Picture Herald



AVIS Rips the mask off "THE STAR"

DEN with Natalie Wood STUART HEISLER . Original ucted by VICTOR YOUNG

Warner Anderson · Minor Watson · June Travis · Produced Story and Screenplay by KATHERINE ALBERT and DALE A Bert E. Friedlob production. Released by 20th Century-Fox

## Terry Ramsaye Says

UBLICITY ARITHMETIC—The hoopla "The Bad and the Beautiful, which rates some, includes a curious contribution to the cinema tradition. There is, for instance, a special to the New York Herald Tribune exulting over the appearance therein of Francis X. Bushman, which is of course appropriate. It does, however, convey the extraordinary statement that Mr. Bushman, that imposing star of the silents, starred in 424 films and earned "approximately \$10,000,000." There is a lot of extravaganza copy about twentythree-foot Marmons, exclusive whole decks on trans-Atlantic liners, a brace of \$10,000 great Danes, six million dollars worth of party in half a dozen years. It seems curious that we are hearing about that just now. Some of that should have been conspicuous and in print when it happened.

Meanwhile put pencil on table cloth. If Mr. Bushman had worked at top level of \$10,000 a week, which he did not, for twenty years, he could have booked those ten millions. But he was not that hot that

Additionally it is not probable that any actor whomsoever ever made ten thousand dollars a week for twenty years before or after taxes, on salary, in the entire history of the industry.

Some casual young fellow wrote that story, and some equally casual editors passed it. Stuff like that makes an atmosphere for taxes, even yet.

#### me um me

ABOUT PASTIME DOLLARS—The statisticians have been at the figures on the sports of the great outdoors, fishing and hunting. They come up with the cost per duck \$8, geese about \$16, bear and deer at \$125, and moose at \$350. An astounding total of \$9,200,000,000 a year is reached. It is claimed that one in ten citizens are contributors. That might suggest that the screen of the motion picture theatre might some way see some audience values there, for indoor seasons.

#### me on me

THE O'HARA—The abrupt passing of Joyce O'Hara takes from the scene one of the less known but more dynamic figures of the contemporary period. Personal interest at the moment centers on his high competence as a journeyman journalist. His elected assignment was Eric Johnston, to whom he was right bower. Mr. O'Hara with all of his capacity never permitted

himself to be conspicuously brilliant. That was not his role. Gifted with Irish whimsy he never ventured in public and print to be whimsical. His laughs came late in the evening when the company was gone. He was by the standards of his craft a high success. He had the luck to sign off—30—at full tide.

#### ne on ne

ROM BEDSIDE RADIO this observer heard Harry S. Truman saying goodbye along with a generous recital of what "we" meaning "he" had done so constructively for the nation and the world. That recital was imposing. It did not, however, touch upon any aspect of those matters. performances and conditions which led to a decision by the citizenry, so emphatically, that they did not want any more of the same. Additionally it was to be noted that he took no cognizance that he had conducted in his fashion an extension of what will one day be known as "the Roosevelt Revolution." Mr. Truman obviously, and intelligently, is concerned about the judgments of history. A long time ago, the lore tells us that a small boy, one "little Peterkin" came questioning to his grandfather with a skull from an ancient battlefield in hand. "I do not know," said the old man, "what battle is was, but it was a famous victory."

#### me om me

NOT FROM HUNGER—RKO officially advises that the contract of Alan Young for his appearance in "Androcles and the Lion" provided that the lion be fed "his fill of raw meat one half-hour before coming on the set." That seems like a reasonable precaution. Personally I would have asked that the lion also get a shot of a half grain of morphine, also, about ten minutes before the call of "camera." High suspense calls for calm actors.

#### me .m me

OUTLOOK—The year-end forecasters are in with promise of a continuance of plenty of loose money in the spenders' pockets for '53, or the first three-quarters of it. Consumer goods industries, like motor cars, are loading up for it. The motion picture, served by a higher than average level of top box office wares, has an outlook as good as it can make itself competitively, with product and presentation. This observer's guess, maybe better domestic, but about foreign—we'll have to watch.

### Warners Set Divorcement Plan Details

Reorganization of the Warner company, as required by the Consent Decree, was disclosed this week. The reorganization divorces the picture and theatre companies. The plan, in a proxy statement to stockholders for approval, provides a new picture company to be known as Warner Brothers Pictures, Inc., and a new theatre company to be known as the Stanley Warner Corporation. They are expected to begin operating approximately March 1, and control of the latter company will pass to the Fabian interests.

The proxy statement remarks that the Warner brothers "have decided to retain the stock they will receive in the new picture company and accordingly they and certain members of their families are forced to sell or trustee the stock they will receive in the new theatre company. They have entered agreement to sell this stock, when issued, to Fabian Enterprises, Inc., or its assigns."

Price of the stock is \$11.12 per share for 674,370 on the basis of a proposed capitalization of 2,475,000 shares of the new theatre company outstanding upon reorganization. It is set forth that Harry M. Warner will sell 122,600 shares; Albert Warner, 164,675, and Jack L. Warner, 186,874. It is added: "Messrs. Warner and members of their families are in no way involved in financing of the purchase of such shares..."

Also noted is additional theatre divestiture by the company or the Fabians, in cities such as Troy and Albany, N. Y., and Johnstown, Pa.

If the sale to the Fabian interests occurs, the board will comprise Simon H. Fabian, president of Fabian Enterprises; Samuel Rosen, vice-president and treasurer of Fabian; David G. Baird, partner in Baird & Company, New York brokerage house—all serving two years, and Harry M. Kalmine, president of Warner Brothers Theatres, Inc., and Maurice A. Silver, Pittsburgh and Cleveland zone manager, each of whom will serve for one year.

#### Joseph, Isaac Named To Cinerama Posts

John Joseph, recently eastern publicity manager for MGM, will become a field exploitation and publicity director for Cinerama Productions Corporation. In announcing the appointment, Joseph Kaufman, director of exhibition, said Mr. Joseph's initial responsibilities will be playdates in the midwest. Also announced was the appointment of Lester B. Isaac as assistant general manager of theatre operations in charge of technical services for the company. Mr. Isaac has been director of visual and sound projection for Loew's, Inc., for many years prior to this assignment.

### UA Gross Up During 1952, KrimReports

United Artists' world gross in 1952 climbed to \$30,000,000 from approximately \$20,000,000 the year before, Arthur B. Krim, president, reported last week in New York at a trade press interview.

Describing the interview as a sort of "progress report," Mr. Krim said UA was "gratified but not complacent" at the 1952 results. Earnings for the last year, he said, also will top those for 1951, although, due to rising costs, the increase will not be as spectacular as that registered by the world gross. It has been the policy of UA not to disclose the earnings figure which, in the opinion of the officers, is considered private

Mr. Krim, in discussing UA's announced policy of "providing the soil for fruitful independent production," listed three indications of the company's success: the fact that four to six UA releases have figured in the majority of the "best picture" polls; the quality of the talent which, in Mr. Krim's words, "is gravitating toward independent production," directors Anatole Litvak, John Huston, Otto Preminger and Mark Robson, to name a few; and the fact that UA delivered two of the top eight box office "blockbusters" during the year, "African Queen" and "High Noon."

"High Noon," said Mr. Krim, was the

"High Noon," said Mr. Krim, was the "fastest liquidating picture in the history of UA," bringing in \$2,200,000 in the first 18 weeks. William J. Heineman, vice-president in charge of distribution, who also was sitting in on the press conference, described John Huston's latest release, "Moulin Rouge," as one of the potential "blockbusters" of 1953.

The film, said Mr. Heineman, in its first three weeks at the Fox Wilshire theatre in Beverly Hills, is running 35 per cent or over \$18,000 ahead of the gross for "African Queen," he noted, held the house record. "Rouge" also is set for special pre-release engagemnts in Nw York, Boston, Philadelphia, Chicago, Miami and San Francisco, with either February 11 or February 19 as the target dates for those engagements.

#### New Company to Handle Closed Circuit Theatre TV

The entry of a new theatre TV packaging firm, Closed-Circuit Television Co., which will specialize in "off-hour" commercial telecasts, was announced last week by Harold Azine, president of the new agency.

Mr. Azine, who resigned recently as television director of the Federal Civil Defense Administration, said he has been discussing programs with prospective clients. As FC-DA television director, he was instrumental in putting on the three theatre television Civil Defense shows.

### 8 YEARS AFTER A V2 BOMB



The picture above took eight years to make. First, a theatre had to be built—or rebuilt, to be precise. It is the Standard Cinema, in the Shore-ditch section of London, which a German V-bomb demolished in 1944. Deborah Tucker, owner, stood by and vowed to rebuild it.

She and her townsfolk waited eight years for the day, January 5 of this year, when the theatre, spanking new and polished, reopened, with a Republic picture, "Thunder Across the Pacific," and the overwhelmingly popular personal appearance of star Forrest Tucker.

Hence, the picture above, in which Mr. Tucker and his young wife, Marilyn, are greeted by the Mayor and Mayoress of Shoreditch.

It is, therefore, a picture which culminates eight years of cherished desire and impatient waiting for Miss Tucker and her faithful patrons. And it is a photograph of significance for the people of Shoreditch. Virtually everyone in town was at the theatre or lining the streets, and they crowded the Republic star with their personal appreciation. They remember the occasion especially because the local hospital received the boxoffice receipts of the first day.

Apart from the bomb, the affair was the biggest thing ever to hit Shore-

### Second Suit Names RKO

WASHINGTON: A second minority stockholders' suit in the name of Sidney Schwartz has been filed against RKO Pictures and Howard Hughes in the New York Supreme Court, the Securities and Exchange Commission was informed last weekend.

The suit, filed November 19, 1952, accuses Mr. Hughes and RKO Pictures officers and directors of "mismanagement" and seeks an accounting of possible damages from Mr. Hughes.

Meanwhile this week it was learned that all signs point to the wtihdrawal of the minority application seeking to put the company into receivership. Louis Kipnis, attorney representing the three minority stockholders in the application, said he intends to explain his position at next Monday's hearing in New York Supreme Court. Weighing in favor of withdrawal of the suit is the filling of all vacancies on the RKO Pictures' board of directors, it was explained. Mr. Kipnis stated, however, that the suit for damages in the same court against Mr. Hughes, chairman of RKO Pictures' board, would be continued.

Consider Closing Theatres
During Holiday Period

DES MOINES: Serious consideration of a proposal to close Iowa-Nebraska theatres from December 15 to 25 is asked of members of Allied of Iowa and Nebraska by Charles Jones, secretary, in the current organizational bulletin. Mr. Jones contends money could be saved by the closing, that it would attract publicity and that the public's appetite for films would be whetted.

Keep your eye on the '52 polls\* and the '53 grosses...

Paramount is leading both...with money product!













## CROSBY · HOPE · LAMOUR ROAD TO BALL

City by TECHNICOLOGY

Biggest "Road" jam in history at the boxoffice! "Road To Rio" business or better. Opens this week at New York's Astor Theatre.

ALAN DEBORAH CHARLES CORINNE LADD · KERR · BOYER · CALVET THUNDER IN THE EAST

Over 500 exciting openings have set this up as the biggest-drawing, modern adventure film Ladd has made in the last two years.

RONALD REAGAN · RHONDA FLEMING · ESTELITA

TROPIC ZONE

Color by TECHNICOLOR

In its first openings like Cincinnati, Lima, O., San Francisco, its spectacular grosses are blazing hotter than its red-hot romance.

DEAN MARTIN AND JERRY LEWIS
HAL WALLIS' AND THE STOOGE

"Best of the Martin & Lewis pix" says Film Daily. "Best of the Martin & Lewis grosses" say 400 previews, anticipating YOUR February profits.

BURT SHIRLEY
LANCASTER · BOOTH

Hal Wallis

Come Back, Little Sheba

Great in N. Y. and L. A.!
Other early dates will
open up pre-selling markets for you to cash
in big when Academy
Awards are handed out!

And following these: two beautiful big ones in color by TECHNICOLOR
"THE STARS ARE SINGING" and "THE GIRLS OF PLEASURE ISLAND"

### Loew's Net \$4,692,806 Last Year

In its annual report for the fiscal year ended August 31, 1952, mailed to stockholders this week, Loew's Inc, shows net income after depreciation, taxes, adjustments of prior years tax reserves and all other deductions, of \$4,692,806, equivalent to 91 cents per share. Net income in the previous fiscal year was \$7,804,370, equivalent to \$1.52 per share on the common stock outstanding in the period.

Current and working assets on August 31, 1952 totalled \$112,611,380, compared with \$113,948,402 a year earlier. Current liabilities totalled \$28,744,233 against \$26,685,286

The company, at the same time, reported for the 12 weeks ended November 20, 1952 (subject to year-end audit) net operating profit after federal taxes of \$332,206, equivalent to six cents per share. In the corresponding 1951 period additional realized income from certain foreign countries of approximately \$2,000,000 (before taxes) and an adjustment for prior years' federal taxes of \$515,276 brought net profits after taxes to \$2,089,339, equivalent to 41 cents per share. Similar additional earned income from these foreign countries is not included in this year's period because it is not yet realized.

The report showed the divorcement of 11 theatres under the court order which provided for the divestiture of a total of 24. Twelve of these must be divested by February 6, 1953 and the remainder by February 6, 1954.

#### Reade Sounds Appeal for Greater Work Incentive

An appeal to executives of all branches of the industry to raise the level of salaries, security and incentive for industry employes was voiced last Thursday by Walter Reade, Jr., president of Walter Reade Theatres in New York.

Mr. Reade, in an address at the graduation exercises of the Associated Motion Picture Advertisers' Showmanship Classes, said the industry must make it attractive for young men to enter the motion picture field. Dr. Carl Ettinger, coordinator for the 12-week course, expressed hope that the school would continue and expand.

Harry K. McWilliams, AMPA president, received a scroll in appreciation of his work in organizing the 12-session course for the industry students.

#### U. S. Amends Complaint In Films for TV Suit

LOS ANGELES: Government attorney James McGrath on January 19 filed an amended complaint against the defendants in the 16mm. case in Federal Judge William Brynes' court. The defendants now have 30 days from January 20 when they were to receive copies of the amended complaint, to make answer.

The court had ordered the government to clarify the meaning of the phrases "among other things" and "limiting the conditions" of leasing 16mm prints.

The amended complaint virtually eliminates the first by substituting a phrase referring back to an earlier paragraph in the bill. Substituted for the second was language reading in part "by limitation upon admission prices, advertising, categories of persons to be admitted, or hours of showing."

## FilmCouncils In Four-Day Convention

Three days of discussions and screenings, and attendance at luncheons and dinners where speakers were prominent personalities of exhibition, distribution and public and community relations, occupied delegates to the meeting of national Motion Picture Councils, in New York Tuesday through Thursday. Meetings and dinners were at the Museum of Modern Art; luncheons were at the Hotel Gotham; and screenings were at the Museum, theatres and projection rooms.

New vistas are opening in the motion picture industry, Eric A. Johnston, president of the Motion Picture Association, and a chief speaker at the final dinner Thursday night, told delegates. He predicted the industry would "keep in step with the elec-He also drew an optimistic tronic age." picture of business overseas, and its role in selling America; praised the delegates for their support in the fight against political censorship; remarked upon the recent Supreme Court and Ohio decisions on freedom of the screen; and noted that in six states films may be censored for theatres but not for television. He asked continued fighting against censorship in such states.

The industry has turned to making pictures of record quality, has restored public confidence and good will, is using television as an adjunct, and will use it as a main source of advertising and also of talent, Elmer C. Rhoden, president of Fox Midwest circuit, said during the Tuesday dinner at which he was chief speaker. He also outlined his "pet" project, Children's Vacation Matinees."

That morning, the delegates had seen "The Hoaxters," and "Lili"; at luncheon had heard Mrs. Hulda McGinn, of the California Theatres Association, speak on exhibitor cooperation with the councils; and during the afternoon discussed methods of picture appraisal. During the evening they saw the show at the Radio City Music Hall.

Wednesday, delegates saw "Peter Pan"; heard members and officers of the Museum's film library headed by Richard Griffith, director; discussed selections for children, and council activities and problems,

#### Albany Theatre Group Will Meet Monday

ALBANY: A discussion of legislation pending at the Capitol and the establishment of a drive-in section within the Albany TOA are among the subjects on the agenda for a meeting January 26 in the organization's offices, 100 State Street here. Executive director Lewis A. Sumberg explained that the January 13 meeting had been postponed to the new date. Objectives of the drive-in group would include: collective advertising and the setting up of a separate newspaper directory for outdoor theatres.



Charles P. Skouras, president of National Theatres, Inc., which maintains its headquarters in Los Angeles.

## BENNY, LUCILLE BALL. "SHOW" VOTED AIR BEST

ELEVISION editors, critics and columnists on American publications, voting in the fourth annual Motion Picture Daily-Fame poll on the best of 1952, picked NBC's "Your Show of Shows" as the Best Network Television Program for the third consecutive year.

The Saturday night program also was voted the Best Variety Program on TV in 1952 and won third place in the Best Comedy Program class. In addition, the show's co-star, Sid Caesar, was named the Best Comedian of 1952 and placed second in the Best Television Performer category (Champion of Champions).

Lucille Ball of CBS-TV, co-star with her husband, Desi Arnaz, of "I Love Lucy," was named Best Television Performer of 1952. In addition she was named Best Comedienne and the program itself named Best Comedy Show.

Meanwhile, in the corresponding 17th annual radio poll, Jack Benny recaptured his number one spot in the Champion of Champions category, lost in 1951 after four consecutive years at the top of the list. Mr. Benny also was voted radio's Best Comedian for 1952, making the fifth consecutive year.

#### TELEVISION POLL RESULTS

Following are the tabulated results of the Motion Picture Daily-Fame poll of newspaper television editors.

#### BEST NETWORK PROGRAM

- 1. Your Show of Shows (Multiple sponsors; NBC-TV).
  2. I Love Lucy (CBS-TV).
- 3. SEE IT NOW (CBS-TV)

#### BEST TELEVISION PERFORMER

- 1. LUCILLE BALL (I Love Lucy, Philip Morris & Co., Ltd. Inc .-CBS-TV).
- 2. SID CAESAR (NBC-TV).
- 3. Imogene Coca (NBC-TV) JIMMY DURANTE (NBC-TV) (Tied).

#### MOST PROMISING FEMALE STAR

- 1. MARIA RIVA (Guest).
- 2. Joan Davis (NBC-TV)
- 3. Rosemary Clooney (Guest).

#### MOST PROMISING MALE STAR

- 1. WALLY Cox (Reynolds Metals Co.-Russell M. Seeds Co.-NRC-TV)
- 2. RED BUTTONS (CBS-TV).

#### BEST DRAMATIC PROGRAM

- 1. STUDIO ONE (Westinghouse Electric, CBS-TV).
- ROBERT MONTGOMERY PRESENTS (NBC-TV).
- 3. TELEVISION PLAYHOUSE (NBC-TV).

#### BEST MYSTERY PROGRAM

- 1. Dragnet (Liggett & Myers Tobacco Co.-NBC-TV).
- 2. Foreign Intrigue (Regional).
- 3. RACKET SQUAD (CBS-TV).

#### BEST VARIETY PROGRAM

- 1. Your Show of Shows (NBC-TV). See Best Network Program.
- 2. Toast of the Town (CBS-TV).
- 3. ALL STAR REVUE (NBC-TV) COMEDY HOUR (NBC-TV) (Tied).

#### BEST COMEDY SHOW

- 1. I Love Lucy (CBS-TV. See Best Television Performer).
- 2. COLGATE COMEDY HOUR (NBC-TV).
- 3. YOUR SHOW OF SHOWS (NBC-TV).

[Continued on page 30, Column 1]





LUCILLE BALL

IACK BENNY

#### RADIO POLL RESULTS

Following are the tabulated results of the Motion Picture Daily-Fame poll of newspaper radio editors.

#### CHAMPION OF CHAMPIONS

- 1. Jack Benny Show (American Tobacco Co.-CBS).
- BING CROSBY SHOW (CBS).
- 3. THE RAILROAD HOUR (NBC).

#### **REST COMEDIENNE**

- 1. EVE ARDEN (Our Miss Brooks-Colgate-Palmolive-Peet Co.-CBS).
- 2. MARIE WILSON (CBS).
- 3. Marion Jordan (Fibber McGee & Molly, NBC).

#### BEST COMEDIAN

- 1. Jack Benny (Jack Benny Show; see Champion of Champions: CBS).
- 2. BOB HOPE (NBC).
- 3. RED SKELTON (NBC).

#### BEST COMEDY TEAM

- 1. Martin & Lewis (Liggett & Myers Tobacco Co.-NBC).
- 2. Fibber McGee and Molly (NBC).
- 3. Bob (Elliott) and Ray (Goulding) (NBC).

#### BEST MASTER OF CEREMONIES

- 1. BING CROSBY (Bing Crosby Show-General Electric Co.-CBS).
- 2. Don Wilson (CBS).
- 3. ARTHUR GODFREY (CBS).

#### BEST POPULAR FEMALE VOCALIST

- 1. Dorts Day (Doris Day Show- CBS Columbia, Inc.; CBS).
- 2. DINAH SHORE (CBS).
- 3. Jo Stafford (CBS)

#### BEST POPULAR MALE VOCALIST

- 1. BING CROSBY (Bing Crosby Show; see Best Master of Ceremonies, CBS).
- 2. GORDON MACRAE (NBC).
- 3. VAUGHN MONROE (CBS)

#### BEST CLASSICAL FEMALE VOCALIST

- 1. RISE STEVENS (Guest NBC and ABC).
- 2. DOROTHY KIRSTEN (Guest NBC)
- 3. MARIAN ANDERSON (Guest NBC) ELEANOR STEBER (Guest NBC) (Tie).

[Continued on page 30, Column 2]

"Sure fire comedy! Well done."
"Sure fire comedy! Well made!
"well-played! well heavy
heavy
FILM DAILY
money maker!"

"Book

"Looks like one of the company's top grossers! Sure-fire entertainment! Rosalind Russell back in top form!"

M. P. DAILY

escapist entertainment for gen.

"High overall entertainment! Overflows with stimu. lating exploitation sugges.

BOXOFFICE

"Chockful of laughs! Rollicking fun for any type of audience!"

HOLLYWOOD REPORTER

"Real hilarity . . . designed for all audiences! Worthy of grosses!"

M. P. HERALD

"The sort of entertainment
the public wants . . . for a
the public wants eake!"
generous boxoffice take!"
SHOWMEN'S TRADE REVIEW

It!...Play It!...Can't Miss!"

-FILM DAILY

FREDERICK BRISSON presents

## Rosalind Russell Paul Douglas Marie Wilson

in

WAVE AT A WAC"

with WILLIAM CHING · ARLEEN WHELAN · LEIF ERICKSON · HILLARY BROOKE Produced by FREDERICK BRISSON · Directed by NORMAN Z. McLEOD · Screenplay by KEN ENGLUND



Back BROTHERHOOD WEEK, Feb. 15-22

#### TELEVISION POLL RESULTS

[Continued from page 27]

#### **BEST COMEDIENNE**

- 1. LUCILLE BALL (I Love Lucy-CBS-TV. See Best Television Performer).
- 2. IMOGENE COCOA (NBC-TV).
- 3. MARTHA RAYE (NBC-TV).

#### BEST COMEDIAN

- 1. SID CAESAR (Your Show of Shows-NBC-TV. See Best Network Program).
- 2. JIMMY DURANTE (NBC-TV).
- 3. RED SKELTON (NBC-TV).

#### BEST FEMALE VOCALIST

- 1. DINAH SHORE (Chevrolet-NBC-TV).
- 2. PATTI PAGE (NBC-TV).
- 3. Rosemary Clooney (Guest).

#### BEST MALE VOCALIST

- 1. Perry Como (Liggett & Myers Tobacco Co.-CBS-TV).
- TONY MARTIN (Guest).
- 3. BILL HAYES (NBC-TV).

#### BEST CLASSICAL MUSICAL SHOW

- Voice of Firestone (Firestone Tire & Rubber Co., NBC-TV).
- NBC Symphony Orchestra (NBC-TV).

#### BEST POPULAR MUSICAL SHOW

- 1. YOUR HIT PARADE (The American Tobacco Co.-NBC-TV).
- THE FRED WARING SHOW (CBS-TV).
- 3. THE PERRY COMO SHOW (CBS-TV).
  - DINAH SHORE SHOW (NBC-TV) (Tied).

#### BEST AUDIENCE PARTICIPATION QUIZ SHOW

- 1. GROUCHO MARX SHOW (DeSoto Motor Corp.-NBC-TV).
- BREAK THE BANK (CBS-TV).
- 3. STRIKE IT RICH (CBS-TV).

#### BEST PANEL QUIZ SHOW

- 1. What's My Line? (Jules Montenier, Inc.-CBS-TV).
- 2. THE NAME'S THE SAME (ABC-TV).
- 3. TWENTY QUESTIONS (DuMont TV).

#### BEST MASTER OF CEREMONIES

- 1. JOHN DALY (What's My Line-CBS-TV; It's News to Me-Simmons Co.—CBS-TV).
- 2. ED SULLIVAN (CBS-TV).
- 3. BERT PARKS (CBS-TV).

#### **BEST ANNOUNCER**

- 1. Dennis James (Chance of a Lifetime-P. Lorillard Co .-ABC-TV).
- 2. DICK STARK (Guest).
- 3. George Fenneman (NBC-TV).

#### BEST NEWS COMMENTATOR

- 1. JOHN CAMERON SWAYZE (Camel News Caravan-R. J. Revnolds Tobacco Co.-NBC-TV)
- 2. EDWARD R. MURROW (CBS-TV)
- 3. Douglas Edwards (CBS-TV).

#### BEST SPORTSCASTER

- 1. MEL ALLEN (Sports Spot-General Cigar Company-CBS-
- 2. RED BARBER (CBS-TV).
- 3. BILL STERN (NBC-TV)

#### BEST DAYTIME PROGRAM

- I. KATE SMITH HOUR (Multiple sponsors; NBC-TV).
- TODAY WITH DAVE GARROWAY (NBC-TV).
- 3. THE GARRY MOORE SHOW (CBS-TV).

#### BEST CHILDREN'S PROGRAM

- 1. KUKLA, FRAN & OLLIE (Radio Corp. of America—NBC-TV).
- 2. Zoo Parade (NBC-TV)
- 3. Howdy Doody (NBC-TV)

#### BEST RURAL MUSICAL SHOW

- 1. MIDWESTERN HAYRIDE (NBC-TV; now regional).
- 2. AMERICAN BARN DANCE (Regional).

#### BEST PANEL DISCUSSION PROGRAM

- 1. MEET THE PRESS (Revere Copper & Brass, Inc.-NBC-TV).
- AMERICAN FORUM OF THE AIR (NBC-TV).
- 3. THE AUTHOR MEETS THE CRITICS (Dumont TV).

#### RADIO POLL RESULTS

[Continued from base 27]

#### BEST CLASSICAL MALE VOCALIST

- 1. MARIO LANZA (Guest NBC)
- 2. Ezio Pinza (Guest NBC)
- 3. JEROME HINES (Guest NBC).

#### BEST ANNOUNCER

- Don Wilson (Jack Benny Show; see Champion of Champions and Doris Day Show; see Best Popular Female Vocalist, CBS)
- DEL SHARBERT (CBS).
- 3. TONY MARVIN (CBS)

#### BEST NEWS COMMENTATOR OR ANALYST

- 1. EDWARD R. MURROW (American Oil-CBS).
- LOWELL THOMAS (CBS)
- 3. H. V. KALTENBORN (NBC)

#### BEST SPORTSCASTER

- MEL ALLEN (special sport events all networks).
- BILL STERN (NBC).
- 3. RED BARBER (CBS)

#### BEST CHILDREN'S PROGRAM

- 1. Let's Pretend (Cream of Wheat Corp.—CBS).
- 2. BIG JON AND SPARKY (ABC).

#### 3. LONE RANGER (ABC). BEST CLASSICAL ORCHESTRA

- 1. NBC Symphony (sustaining NBC).
- NEW YORK PHILHARMONIC (CBS).
- 3. FIRESTONE (NBC).

#### BEST POPULAR ORCHESTRA

- 1. GUY LOMBARDO (Lombardo Land-sustaining, MBC) also (Your Hit Parade-American Tobacco Co., NBC).
- VAUGHN MONROE (CBS).
- 3. RALPH FLANAGAN (sustaining).

#### BEST VARIETY PROGRAM

- 1. BING CROSBY SHOW (see Best Master of Ceremonies, CBS).
- ARTHUR GODFREY'S TALENT SCOUTS (CBS)
- 3. Edgar Bergen-Charlie McCarthy Show (CBS).

#### BEST DRAMATIC PROGRAM

- 1. THEATRE GUILD ON THE AIR (U.S. Steel Corp., NBC).
- 2. Lux Theatre (CBS)

#### BEST EDUCATIONAL PROGRAM

- 1. CAVALCADE OF AMERICA (E. I. DuPont de Nemours & Co.; NBC).
- 2. Invitation to Learning (CBS).
- 3. America's Town Meeting (ABC).

#### BEST CLASSICAL MUSICAL PROGRAM

- 1. Telephone Hour (The Bell Telephone System-NBC).
- VOICE OF FIRESTONE (NBC).
- 3. NBC Symphony Orchestra

#### BEST POPULAR MUSICAL PROGRAM

- YOUR HIT PARADE (see Best Popular Orchestra, NBC).
- THE RAILROAD HOUR (NBC)
- 3. VAUGHN MONROE SHOW (CBS).

#### BEST MYSTERY PROGRAM

- 1. Dragnet (Liggett & Myers Tobacco Co.—NBC).
- SUSPENSE (CBS).
- 3. Mr. and Mrs. North (CBS).

#### BEST QUIZ SHOW

- GROUCHO MARX SHOW (DeSoto Motor Corp., NBC).
- 20 QUESTIONS (MBS)
- 3. WHAT'S MY LINE? (CBS).

#### BEST DAYTIME SHOW

- 1. ARTHUR GODFREY SHOW (Multiple Sponsors, CBS).
- THE BREAKFAST CLUB (ABC).
- 3. Welcome Traveler (NBC)

#### BEST RURAL MUSICAL SHOW

- 1. GRAND OLE OPRY (R. J. Reynolds Tobacco Co.—NBC).
- 2. THE DUKE OF PADUCAH (NBC)

#### BEST PUBLIC SERVICE PROGRAM

- 1. America's Town Meeting (ABC Cooperative sponsors).
- 2. AMERICAN FORUM (NBC).
- 3. MEET THE PRESS (NBC).

All over the country "Against All Flags" is taking its place with U-I's top grossers of 1952

"BEND OF THE RIVER"

"THE WORLD IN HIS ARMS"

"BECAUSE OF YOU" AGAINST ALL FLAGS

#### **EARLIEST OPENINGS:**

Topped "Bend", "World", "Because of You" at Spreckles Theatre, San Diego...Bigger than "Bend" and "World", Astor Theatre, Reading, Pa.; DeAnza Theatre, Riverside, Calif.; Paramount Theatre, Waterloo, Iowa. Outgrossed "World" and "Because of You", Esquire, Tower, Del Paso Theatres, Sacramento... Playing to absolutely top grosses, Crawford Theatre, Wichita; Florida Theatre, Pensacola; Broadway Theatre, Portland; Palace Theatre, Akron; Esquire Theatre, Stockton.

BLOCK OUT PLENTY OF PLAYING TIME!

FLYNN O MAUREEN O HARA

AGAINST ALL FLAGS

Technicolor

ANTHONY QUINN - ALICE KELLEY-MILDRED NATWICK

Directed by GEORGE SHERMAN • Screenplay by AENEAS MacKENZIE
and JOSEPH HOFFMAN • Produced by HOWARD CHRISTIE
A UNIVERSAL INTERNATIONAL PICTURE

BACK BROTHERHOOD WEEK, FEB. 15-22.

## COLUMBIA SETS 'SALOME' POLICY



SOME OF THE PRINCIPAL PERSONALITIES at the Columbia sales convention in Chicago last weekend. Above, Joseph A. McConville, president of Columbia International; Rube Jackter, assistant sales manager; A. Montague, vice-president in charge of distribution; Harvey Harnick, Canadian sales manager, and Jack Cohn, executive vice-president.

CHICAGO: The sales policy for Columbia's "Salome," forthcoming spectacle in color by Technicolor co-starring Rita Hayworth and Stewart Granger, envisions pre-release engagements at "qualified" theatres in cities of 75,000 or more beginning around Easter and backed by a \$1,000,000 advertising campaign, it was announced here last week following a special two-day meeting of the company's international sales force at the Drake Hotel,

Bidding will be competitive, the company said, and will begin following screenings of the picture about February 1. The film is described as the most costly ever made or distributed in the history of Columbia Pictures.

#### List Bid Factors

The bids should include, according to Columbia's announcement: minimum guarantee to the company; the terms offered—Columbia states that it desires a first week participation of 50 per cent minimum; specified percentages for subsequent weeks; the minimum length of run guarantee; control figures to determine holdovers beyond the guaranteed minimum run.

The bids should also state the amount the exhibitor proposes to contribute to the advertising campaign for the advance, first week and subsequent weeks of the guaranteed run. The company also reserves the right to reject all offers and states that the run offered will be definitely established; no specific clearance will be granted.

The sales policy announcement also carefully stated: "We are fully aware that it is, by law, neither our right nor our function to fix admission prices. The prerogative belongs solely to the exhibitor. Our sales organization has received firm and explicit instructions to that effect.

"However," it continued, "we also recog-



CONVERSATION, between Mr. Jackter, and Paul Lazarus, Jr., left, home office executive concerned with the advertising and promotion of "Salome," the plans for which he outlined at the convention.

nize the fact that in the recent past, pictures of similar scope and stature have done extremely well in situations where the exhibitor has voluntarily presented these super-attractions at increased prices. We believe that 'Salome' offers the exhibitor the same opportunity."

The announcement concluded: "It is our hope and intention that the maximum number of exhibitors will have the opportunity to play 'Salome' while this public interest is at its greatest. To facilitate this, a sales policy for further release of the picture will be announced shortly after the first pre-release openings."

The advertising campaign for the picture, as outlined to the sales officials meeting here by Paul Lazarus, Jr., home office executive,

will be highlighted by the appearance of full-page, full-color ads in five top-circulation national magazines, 15 film fan magazines and three Sunday magazine supplements that are delivered with 57 Sunday newspapers in key cities from coast-to-coast. It is estimated that 176,000,000 readers will thus be contacted within a two-month period. The first ad will make its appearance February 6.

The delegates also were given a picture of the publicity and promotion campaigns already in full force. Mr. Lazarus showed copies of full color breaks of Miss Hayworth as Salome which appeared last week in the Sunday News Magazine and in the American Weekly in 23 newspapers from coast-to-coast. He also showed advance copies of the January 27 Look which features the star on the cover and in a two-page spread inside. Life and other national magazines are said to have similar layouts.

### "Limelight" Is in It!

Fox West Coast last week cancelled the January 21 opening of Charles Chaplin's "Limelight" at three of its Hollywood theatres and reportedly decided not to play the picture anywhere on the circuit until it is approved by the American Legion. The cancellation followed the threat of picketing action by the Legion.

Lewis Gough, national commander of the Legion, issued a statement lauding Charles P. Skouras, FWC president, and also Loew's, Inc., for postponing possible showings of the film until after the Justice Department's final decision on Mr. Chaplin's reentry into the country.

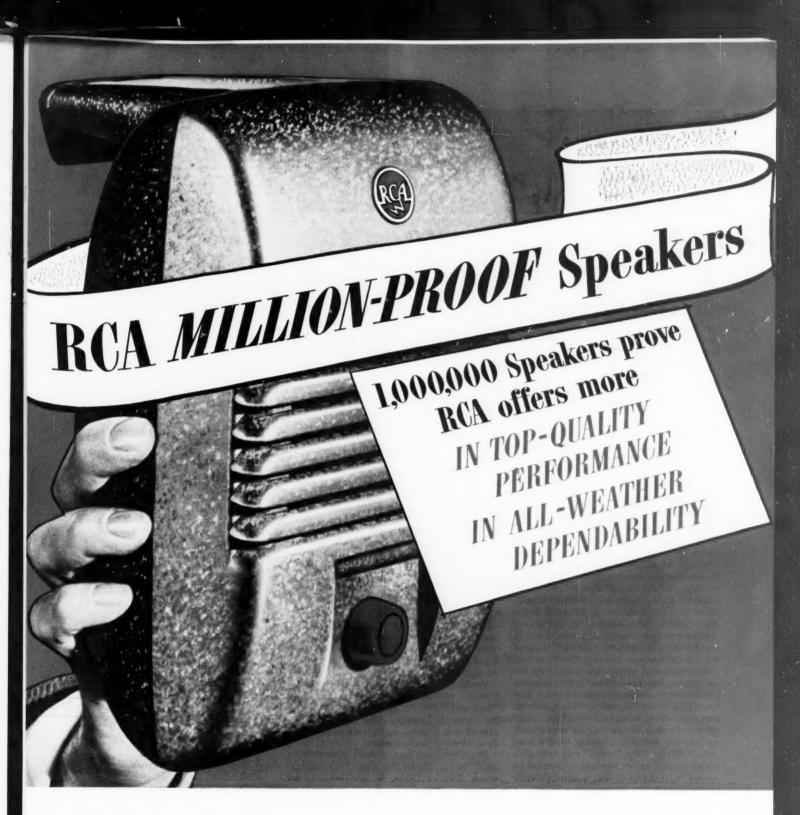
There seemed to be some confusion about the Loew's booking. Loew's executives denied booking the picture and United Artists officials confirmed the denial. They said that after extended but unsuccessful negotiations with Loew's, a deal was made with RKO Theatres for bookings in New York.

RKO Theatres officials dodged any credit that might be directed at them for defying the Legion's pressure campaign against the Chaplin picture. "We didn't even know the Legion was opposing exhibition of "Limelight," a spokesman said. "We booked it on the basis of the business it did at the Astor in New York. The Legion didn't picket the Astor."

James F. O'Neil, director of Legion publications in New York, stated that there is no national policy regarding picketing. He explained that local Legion posts have the autonomy to picket a picture.

### Set Six TV Trailers for RK∩ "Sea Around Us"

RKO Radio is preparing a series of six television trailers for use in the promotion campaign for the documentary, "The Sea Around Us." The trailers will run from 15 to 50 seconds and will feature brief laudatory comments on the film by notables from many fields.



Now more than a million RCA speakers offer you proof of performance, proof of dependable operation in all kinds of weather.

Over the years, since the advent of driveins, these RCA speakers have withstood the torture of sun, wind, sand, and rain in driveins across the nation. For all-weather, yearin-and-year-out dependability, your best buy is the RCA speaker, the only speaker proven so reliable that more than a million have been sold and put in use.

RCA draws upon a broad background in electronics and design to bring you the finest sound reproduction a drive-in speaker can deliver. In the RCA speaker you'll find only the best in speaker design. No extra attachments to impair speaker performance—no non-functional elements.

For trouble-free operation, for the finest in sound, it will be worth your while to check RCA speakers and RCA prices. In the wide range of RCA speaker models, you'll find there's a speaker that's right for your operation and right for your budget. Remember you'll be getting the industry's only million-proof speaker. Contact your RCA Theatre Supply Dealer now.



THEATRE EQUIPMENT

RADIO CORPORATION OF AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.

In Canada: R C A VICTOR Company Limited, Montreal

## Hollywood Scene

by WILLIAM R. WEAVER Hollywood Editor

THE ceaseless shiftings of the winds of popular interest that shape the course of show business hold no surprises, and no terrors, for Dick Powell, who's been buffeted, and benefitted, by more of them than anybody else of even date. They've blown him into six different careers, by offhand and probably incomplete count, and you're shortly to be sitting in judgment on his first work in a seventh. That's motion picture directing. The picture is "Split Second," an RKO melodrama, and the first of two he's to do for that company. It's in editing stage and its director's not worry ing. Got over worrying, he says, way back when the waning of the wind that blew stagebands into frenzied favor wafted him gently from five-a-day behind footlights between pictures into the pictures themselves.

#### The "Great Days" Recalled by Powell

"Those," he remarks, as has everbody who was around then, "were the great days. The people came to the box office in endless procession, regardless of the picture being shown, and you did five shows a day, six or seven on Saturday and Sunday. Talent was plentiful, prices were right, and the management had no problems. Neither did the emcee, unless he asked for an appropriate slice of the melon, and living was easy. It was too good to last, and it didn't." Emceeing a stageband was the first Powell career.

The filmusical career that opened up for the singing stageband emcee in that fabulous succession of Warner musicals that embraced the "Gold-Digger" series requires no particularization in this company, but it may not be so widely known that the next Powell career-the melodrama phase that started with "Murder, My Sweet," and started a cycle-opened up for him strictly because he opened it. Opened it, that is, on the say-so of the late Charlie Koerner, then RKO production chief, who "took a chance" on the song-typed actor's insistence that he knew a new and better way to play a sleuth than had been used up to then. It proved for RKO stockholders one of the best chances Charlie Koerner ever took.

The next Powell career, in the film field, was as independent producer, and this career stands now in abeyance, to be reactivated when and if the winds of popular interest shift in that direction,

Momentarily in abeyance, also, is his career in weekly radio, where as Richard Diamond, private eye, he continues in essence his first film career as a singer of songs and his second as a criminal hunter.

The sixth Powell career is as one of the

four stars pertained to in the title of Four Star Television Playhouse. This one, like his radio career as Richard Diamond, are among the reasons why the shifting winds of popular interest hold no terrors for him.

Made up in part of each and all of these careers, of course, is the basic one—acting—which he considers his prime profession and which a good many qualified individuals, including eligible voters in the annual Academy Awards ballotting, consider to have reached its peak in his protrayal of the novelist-scriptwriter in MGM's "The Bad and the Beautiful."

And what does a man of this varied experience, this exposure to assorted professions and publics, think of the present prospects of show business? He thinks they're good-as good as the talent on hand and coming up, for he believes no medium is or can be better than the talent it offers. And he thinks the talent on hand, and coming up, is getting better, steadily, in consequence of the increased opportunities provided by television for beginners, amateurs if you will, to gain experience and to display their Who's better qualified to predict what's ahead for show business than a man who's found seven careers in it and says the best, though different, years are yet to come?

THE name Technicolor, now generally admitted to be worth more on a marquee than any save those of a very small handful of players, pops up twice in the weekly listing of the new production undertakings.

Producers William Pine and William Thomas are using Technicolor for their "Sangaree," for Paramount release, which has Fernando Lamas, Arlene Dahl, Patricia Medina and Francis L. Sullivan in the cast directed by Edward Ludwig.

Producer Jonie Taps is using Technicolor for "Cruisin' Down the River," Columbia, which Richard Quine is directing. Dick Haymes, Audrey Totter, Billy Daniels, Connice Russell and the Bell Sisters top a big cast.

Producer Robert Bassler started "The Ship Story" for 20th-Fox, with Joseph Newman directing Jeanne Crain, Michael Rennie, Casey Adams and Mary Anderson. Sam Bischoff rolled "Sulu Sea." for

Sam Bischoff rolled "Sulu Sea," for Warner release, with Arthur Lubin directing Burt Lancaster, Virginia Mayo and Hayden Roke in main roles.

Producer Anatole Litvak launched "Somewhere in the World," a Benagoss Productions venture which United Artists will distribute, with Kirk Douglas, Richard Benedice, t Sidney Chaplin and Robert Straus.

"Fort Algiers." also for UA release, is an Ereo Productions undertaking, produced by 

## THIS WEEK IN PRODUCTION:

#### STARTED (6)

#### COLUMBIA

Cruisin' Down the River (Technicolor)

#### INDEPENDENT

Somewhere in the World (Benagoss Prod.; France; U.A. release) Fort Algiers (Erco Prod.; U.A. release)

#### PARAMOUNT

Sangaree (Pine-Thomas Prod.; Technicolor)

#### 20TH CENTURY-FOX

The Ship Story

WARNER BROS. Sulu Sea

#### COMPLETED (4)

#### COLUMBIA

Saginaw Trail (Gene Autry Prod.)

#### INDEPENDENT

A Lion Is in the Streets (Cagney; Technicolor; Warner release)

#### PARAMOUNT

Here Come the Girls (Technicolor)

#### UNIVERSAL INT'L.

All I Desire (formerly "Stopover")

#### SHOOTING (19)

#### INDEPENDENT

Cocobolo (Robert L. Peters Prod.; Lima, Peru.; Eastman color)

Cairo (Eros.; Lippert; Italy)

Spaceways (Exclusive; London; Lippert release)

Main Street to Broadway (Cinema Prod.; MGM release)

#### мдм

All the Brothers Were Valiant (Technicolor; Jamaica)

Fame and Fortune (formerly "Years Ago")

Latin Lovers (Technicolor)

Mogambo (Technicolor)

Band Wagon (Technicolor) Invitation to the Dance (Technicolor)

#### PARAMOUNT

Untitled Comedy

#### REPUBLIC

Laughing Ann (Wilcox-Neagle Prod.; London; Technicolor)

#### 20TH CENTURY-FOX

White Witch Doctor (Technicolor) Gentlemen Prefer Blondes (Technicolor)

#### UNIVERSAL INT'L.

It Happens Every Thursday Drifting

#### WARNER BROS.

The Eddie Cantor Story (Technicolor) Calamity Jane (Technicolor) Grace Moore Story (Technicolor)

#### 

Joseph E. Ermolieff and directed by Lesley Selander, with Yvonne DeCarlo and Carlos Thompson as principals.

### Allied Artists Schedules 11 Films for Production

HOLLYWOOD: Eleven films, five in color, will be placed in production by Allied Artists between the resumption of production, on the completion of physical plant alterations now in progress, and June, Walter Mirisch, executive producer, told the company's producers this week. He also announced the promotion of associate producer Edward Morey, Jr., to full producer.

### \$4.900.000 To U.S. Firms From ECA

IVASHINGTON: Under the information media guarantee program operated first by the Economic Cooperation Administration and now by the State Department, American film companies have managed to convert to dollars close to \$4,900,000 of what otherwise would have been blocked earnings in Germany, it was learned this week.

What's more, another \$1,200,000 of earnings on films distributed in Germany and Yugoslavia may still be converted later under outstanding contracts.

So far, it was learned, ECA and the State Department have made contracts with the Motion Picture Export Association and with individual film companies guaranteeing convertibility on \$6,120,260 of earnings, almost entirely in Germany and Yugoslavia.

#### Yugoslav Deals Are New

The Yugoslav contracts, never before announced, were negotiated during the last one to four months by the State Department. They were the first contracts written for that country, with MPEA getting one contract for all the major distributors and two smaller contracts being written by independents. So far, no payments have been made under the Yugoslav contracts, which involve about \$265,500 of guarantees.

All other contracts were written by ECA before it turned the program over to the State Department last summer

State Department officials said they had received no requests for new German con-

The information media guarantee program was set up by Congress as part of the foreign aid program, and was designed to keep U. S. films, magazines, books and other information media circulating in Europe. The program guaranteed distributors the convertibility into dollars of so much of their earnings as was needed to cover all of their out-of-pocket expenses in connection with distributing the films covered by the contract in the particular country involved, plus a portion of the original

Following is a summary of the film contracts written so far:

Columbia Pictures: Guaranteed convertibility of \$384,549 earned on distribiliting 11 features and four documentaries in Germany. So far, \$277,772 has actually been paid.

Eagle-Lion: Guaranteed and paid \$52,485

of earnings on two features distributed in Ger-

Encyclopedia Britannica: Guaranteed convertibility of \$27,428 earned on showing film strips and educational pictures in Norway, and so far actually paid \$19,374.

H and C Enterprises, Inc.: Guaranteed convertibility of \$35,464 earned on "Cyrano" in Germany. So far, nothing paid.

Samuel Goldwyn Productions, Inc.: anteed \$121,320 and actually paid \$120,920 on earnings of five features in Germany.

Guaranteed Pictures Co., Inc.: Guaran-

## People in The News

RICHARD DE ROCHEMONT, producer, took part in a University of Illinois seminar Tuesday dealing with the role of the film in the future of educational television.

LEON L BAMBERGER, sales promotion manager for RKO Radio, addressed the National Conference of United Church Women at a luncheon Friday in New York. His topic was "Community Relations and Family Films."

PHIL WILLIAMS, recently appointed assistant to the director of television for 20th Century-Fox, has announced his resignation effective January 31 to assume a position with Ziv Television Productions in Texas.

JOHN BYRAM, play editor of Paramount Pictures, has resigned. He plans to enter theatrical production shortly.

WILLIAM BROUN has been named managing director for India for Universal International Films, Inc.

VLADIMIR LISSIM, vice-president and operations head of Motion Pictures International, has been awarded the Knight's Cross of the Legion of Honor.

Samuel Pinanski, president of American Theatres Corp., has been named a member of the board of directors of the newlyformed Boston University Human Relations Center.

MILTON R. RACKMIL, president of Universal Pictures, is currently in Hollywood for production meetings with company executives.

PAUL GRAETZ, after a month in New York, sailed for England last week to continue production activity on an untitled film to be made there.

GABRIEL PASCAL, producer of RKO Radio's "Androcles and the Lion," was honored at a reception at New York's Plaza Flotel Wednesday, tendered by the Foreign Language Critics Circle.

teed \$1,200 for distributing the Charlie Chaplin film festival in Yugoslavia. So far, nothing

Keystone Pictures, Inc.: Guaranteed and paid \$13,013 for distributing educational news and feature films in Germany.

Loew's International Corp.: Guaranteed \$734,800 and paid \$733,955 for distributing 19 features, 10 shorts and one documentary in

Motion Picture Export Association: Guar anteed \$1,067,394 and so far paid \$827,394 on earnings of 120 features and nine shorts in Germany and Yugoslavia. Of the total guaranteed, \$240,000 represents a guarantee on the earnings of 40 features in Yugoslavia; the rest German distribution.

Paramount Pictures: A guarantee of \$617,845 on earnings of 17 features and seven shorts in Germany with payments so far amounting to \$475,124.

RKO: A total of \$848,820 guaranteed and \$797,172 paid so far on earnings of 20 features and 11 shorts distributed in Germany.

Republic Pictures: For distribution in Germany of nine features and one short, a uarantee of \$314,000 and payment so far of

Selznick Releasing Organization: A antee of \$124,055 and payment so far of \$95,541 on release of five features in Germany and Yugoslavia. Of the to allotted to Yugoslavia. Of the total guarantee, \$13,500 is

Steelman-Kramer: A guarantee of \$34,417 for distributing "The Champ" in Germany. So far, nothing paid.

Edward Small Productions, Inc.: Guaranteed and paid \$25,370 for distributing one feature in Germany.

Twentieth . Century - Fox International Corp.: Guaranteed \$698,640 and so far paid \$589,319 on release in Germany of 18 features and four shorts.

Universal: Guaranteed \$517,000 and so far paid \$373,381 on earnings of 16 features and seven shorts distributed in Germany.

Warner Brothers: Guaranteed \$502,459 and so far paid \$346,260 on distributing 15 features and one short in Germany.

#### New York Bookers Elect Louis Wolff President

The Motion Picture Bookers Club, New York, last week elected Louis Wolff president for the ensuing year. Mr. Wolff is with the Brandt circuit. Other officers elected are Sam Einhorn, of Rosenblatt and Welt Theatres, first vice-president; Louis Solkoff, Bell Pictures, second vice-president; Myron Starr, United Artists, treasurer; Harvey Reinstein, Universal, financial secretary: Shirley Levy, Warners, recording secretary; Ben Levine, Realart, sergeant-at-arms; Fred Mayer, Universal, and Kitty Flynn, Paramount, trustees; and Archie Berish, Alex Arnswalder, George Trilling, Harold Klein, Harry Margolis, and Lillian Seidman, directors. Formal installation will be February 2 at the Hotel Taft, New York

#### California Exhibitor Unit Changes Official Setup

SAN FRANCISCO: Northern California Theatre Owners abolished the office of president and changed the format of their meetings at their January session under the gavel of Homer Tegtmeier, vice-president. The new plan calls for the association to be guided by a board of directors, headed by a chairman. Rotus Harvey, who resigned the presidency August 1, 1952, was named a director for the coming year along with David Bolton, Lee Dibble, Gerald Hardy, Al Laurice, Ben Levin, August Panero, Ed Rowden, Ray Syufy, Tegtmeier and Harry J. Weaverling. First chairman will be appointed by a special committee late this month.

## BRITISH PAPERS IN NEWSREELS GROWL AT FI

#### Beaverbrook Group Hits Back at the Companies Withdrawing Their Ads

by PETER BURNUP

LONDON: The Beaverbrook newspaper group has hit back hard, editorially speaking, at the film men who recently withdrew their advertising from his lordship's newspapers as a riposte "to the continued spleen and spite" therein displayed in respect to film reviews.

The Standard, for example, told its readers last week that the time had come when Britain can no longer "pour out her hardearned, scanty dollars on Hollywood products good, bad or indifferent, while she cuts down on the import of feeding stuff for her cattle." The newspaper also declared that the films required here can easily be made in Britain or obtained from France or Italy, where no hard currency question arose

#### Display Injured Dignity

The Sunday Express editorialized in much the same fashion while the parent organ, the Daily Express, sought a day later to gather up its skirts of injured dignity. Said the Express: "The freedom from advertisers' dictation is a solemn trust to the public which newspapers must discharge at whatever cost to themselves."

The Express also published a column of comment from other London newspapers quoted as applauding Lord Beaverbrook's refusal to compromise on film criticism. Among these papers were the conservative business journal, The Recorder; the leftwing labor paper, The Tribune, and two liberal journals, The News Chronicle and The Spectator.

The American companies and J. Arthur Rank, whose action precipitated the attacks, are meanwhile pursuing a policy of silence with respect to the editorial comment, which most here believe ultimately will pay dividends to the industry.

#### Proposes Get-Together

Lord Kemsley has written to film advertising chiefs proposing a friendly gettogether. Also, the Critics Circle declined at an emergency meeting to support a resolution denouncing the allegedly "star-cham-ber methods" of the film trade. The Circle contented itself with a proposal that it have a talk with the Newspaper Proprietors Association, clearly designed to lead to talks in turn with the film people.

Lord Beaverbrook, vacationing in the West Indies, has been told that he is in danger of finding himself with no allies in his tilting in the film business. There has been no discernible decline in theatre attendance either, as a result of the discontinuance of the advertising.

Despite strong opposition from an influential minority in its membership, the Cinematograph Exhibitors' Association has agreed formally to continue the Eady Plan or some refinement thereof-but with qualifications. The agreement and its implied qualifications are contained in a subtlysome say caustically-drafted resolution adopted at last week's meeting of the Association's General Conneil

Albert Hovell Dies: Was Head of Century

Albert A. Hovell, 75, president of Century Circuit, died in New York last Thursday at University Hospital. He succeeded A. H. Schwartz, the founder of Century Circuit, and was associated with the company since its beginning 35 years ago, Mr. Hovell was also a senior partner in the law firm of Hovell, Clarkson and Klupt, and associated with several real estate firms. A son, two daughters and a brother survive.

#### Samuel Miller Edwards, Pioneer Exhibitor

Samuel Miller Edwards, a pioneer showman of North Carolina, died January 11 at Mill Rivers, that state, aged 98. He was retired. Mr. Edwards was known for his beginnings in the business as a "magic lantern" entertainer. He traveled the route between Asheville, in the western part of the state, and Atlanta, Ga., rugged terrain, with a lantern cranked by hand and lit with oil. Then he began using the new medium of motion pictures, traveling by train or by "buggy," and giving shows in churches, school houses, and other auditoriums. His were the first motion picture showings at such towns as Canton, Waynesville, Bryson City, Sylvan and Murphy.

#### T. J. Shea, Assistant To IATSE President

Thomas J. Shea, 53, assistant president of the IATSE, died January 13, at the Will Rogers Memorial Hospital, Saranac Lake, N. Y. He had been a patient there for several months. A native of Middletown, Conn., Mr. Shea began his career as a stage employee there and joined the IATSE in 1918. He was vice-president of the Connecticut State Federation of Labor from 1933 to 1935 and president from 1935 to 1938. In 1934, Mr. Shea became a member of the Connecticut Legislature, serving until 1938, when he was appointed Appeals Commissioner in the State Department of Labor.

FOX MOVIETONE NEWS, No. 7—Truman says farewell. Pope appoints new Cardinals. Train smash-up in Union Station. Queen Elizabeth attends wedding. Ike's son home. Mannie's inaugural gown. West trims East for cage title. Boat steeplechase.

FOX MOVIETONE NEWS, No. 8 Inauguration day

NEWS OF THE DAY, No. 241—Station train wreck. Truman's outgoing talk. New Cardinal. Venezuela inauguration. Mamie's ball gown. Boat hurdle race. Ski thriller.

NEWS OF THE DAY, No. 242 Pope elevates new Cardinals. Nazi murder trial stirs France. Red spies seized. New prison riot. Eisenhower reunion. Ski jump classic. Battle of the Rams. Surf riding.

PARAMOUNT NEWS, No. 44—End "two-platoon" system. Freak accident in Union Station. Elevation of Cardinals. Truman's farewell. Eisenhowers ready for big show. Basketball East vs. West.

PARAMOUNT NEWS, No. 45 Prison violence. Dam rising at tourist site. Pope confers hat on new Cardinals. Malaya fights Reds. Ski doings.

TELENEWS DIGEST, No. 3B Truman's farewell message. Largest steel ingot. Seton Hall tops Ford-

TELENEWS DIGEST, No. 4A—Churchill vacations. Ships to Japan. New Cardinals get hats. Missing link fish. Cars of future. Wilt wins K. of C. mile.

UNIVERSAL NEWS, No. 431—Truman valedictory. New Cardinal. Mamie models gown. Train plows through station. Venezuela gets new president. New Cardinal. Ma through station. Motor boat jockies.

UNIVERSAL NEWS, No. 432—France mourns Nazi victims. New Cardinals. Building explosion in Capitol. French Korean vets. Autos of tomorrow, Ski meet. Water skiing.

WARNER PATHE NEWS, No. 46 Runaway train.
Truman reviews administration. Mrs. Eisenhower shows gown. New Cardinals. Oucen Elizabeth goes to wedding. "The Jazz Singer" aids March of Dimes. Baskethall. Silver skates. Speed boats.

WARNER PATHE NEWS, No. 47-Eisenhower in

Mr. Shea was appointed an international representative of the IATSE by president Richard F. Walsh in 1943 and was advanced to the office of assistant president in 1945.

Jesse W. Bridgham

BOSTON: Funeral services were held here last Thursday for Jesse W. Bridgham, 76, prominent theatre owner. He operated theatres in Maine, New Hampshire and Vermont since 1925.

#### Colorado Senator Eulogizes O'Hara

W.ASHINGTON: Senator Edwin C. Johnson, Colorado Democrat, declared that the late Joyce O'Hara, vice president of the Motion Picture Association, was "the kind of strong man which American industry can ill afford to lose.

Senator Johnson included in the Congressional Record a statement eulogizing Mr. O'Hara. He said that as a Senator and as chairman of the Senate Commerce Committee, he had numerous occasions to confer with film industry leaders. "Without exception," he said, "these men have proven themselves to be patriotic, conscientious and devoted Americans. But the man who ranks first in my memory as outstand-

The statement described Mr. O'Hara as "honest, upright and forthright." The Senator said the late film industry official had "another quality which so many who deal with public officials do not have-absolute sincerity and the courage to call a spade a

## Plan Census Of Industry This Year

WASHINGTON: The Census Bureau is well along on work on a new census of the motion picture industry, one which it hopes will get far more comprehensive information than ever before obtained.

The census, part of a general census of manufacturing and business, will cover all branches of the industry. Forms will go out late this year or early next year, with the information sought based on 1953 business

The bureau has already completed tentative forms and has submitted them for comment to the Motion Picture Association, Theatre Owners of America, Allied States Association and other leading industry associations

There will be two different questionnaires. One will cover production, distribution and service companies. For the first time, the companies will be asked for information on production for television, production abroad and other items. The other questionnaire will be for theatre owners, and it will try to develop for the first time data on the number of showings during the year, number of double features, the age of the theatres, and receipts and costs of theatre television programs.

Some basic information from the returns may be public by late 1954, but most will not be published until well into 1955. The last census of production was taken in 1948, based on 1947 business. The last census of distribution and exhibition was taken in 1949, based on 1948 business. From now on the two censuses will be taken jointly every five years.

## Legion Approves Three Of Six New Films

The National Legion of Decency this week reviewed six films, putting three in Class A, Section I, morally unobjectionable for general patronage, and three in Class B, morally objectionable in part for all. In Section 1 are "The Jazz Singer," "Savage Mutiny" and "Treasure of the Golden Condor." In Class B are "Girls in the Night," because of "suggestive dancing; tends to condone illicit actions"; "Moulin Rouge," because of "low moral tone; tends to condone immoral actions; contains material offensive to religion and morality," and "Niagara," because of "suggestive costuming, dialogue and situations."

## Grossman Buys Theatre

Edward Grossman, owner of the Panorama theatre in Van Nuys, Calif., and three theatres in Illinois, has added the Bay theatre in Pacific Palisades, Calif., to his circuit.

## Showmen on Coast Invest In Future

SAN FRANCISCO: The theatre picture in Northern California is lively, with four showmen of experience investing heavily in the future. Guy Meek, president of the Guy Meek Circuit, purchased the old studio grounds at San Mateo at a cost of \$97,000 and is completing the 500-car drive-in there started by Lester Park before his death two years ago. When completed this theatre will have two auditoriums totaling 300 rocking chair loge seats.

Charles Holtz, owner of the Sequoia, Sacramento, and co-owner of the Burbank, San Jose, purchased the 850-seat Colonial, Sacramento, from United-California for an estimated \$250,000. J. Leslie Jacobs, theatre broker, handled the transaction. Mr. Holtz originally built the theatre in 1940 and was owner-manager until 1948 when

E. M. Gravbill opened a new 490-seat Graybill theatre at San Miguel and appointed the Robert Clark Agency to do the booking.

In San Francisco, John Parsons, district manager of the Telenews, announced his theatre has been made ready for threedimensional films.

## COLUMBIA PICTURES ANNOUNCES THAT PRINTS OF THE FOLLOWING PICTURES ARE NOW AVAILABLE IN OUR EXCHANGES FOR SCREENING

STANLEY KRAMER'S Production of

## THE MEMBER OF THE WEDDING

ETHEL WATERS · JULIE HARRIS · BRANDON DE WILDE

Directed by FRED ZINNEMANN Screen Play by EDNA and EDWARD ANHALT

Based upon the book and play by CARSON McCULLERS

Produced on the stage by Robert Whitehead, Oliver Rea and Stanley Martineau

Associate Producers—EDNA and EDWARD ANHALT

## PRINCE OF PIRATES

Color by TECHNICOLOR

starring JOHN DEREK

with BARBARA RUSH - Carla Balenda

Screen Play by JOHN O'DEA and SAMUEL NEWMAN Produced by SAM KATZMAN • Directed by SIDNEY SALKOW

General Eulease: March

The J. Arthur Rank Organization presents

lohn KENT · BOGARDE · McCALLUM · SHAW

## , FIVE ANGLES ON MURDER

Screenplay by JOHN CRESSWELL
Produced by TEDDY BAIRD • Directed by ANTHONY ASQUITH General Release: March

## JOHNNY WEISSMULLER as Jungle Jim . SAVAGE MUTINY

with Angela Stevens · Lester Matthews · Nelson Leigh and Tamba Based upon the famous Jungle Jim King Features Syndicate newspaper feature
Screen Play by SOL SHOR • Produced by SAM KATZMAN • Directed by SPENCER G. BENNET General Release: March

TECHNICOLOR starring MICKEY ROONEY - DICK HAYMES PEGGY RYAN · RAY McDONALD

with Barbara Bates . Jody Lawrance

Screen Play by BLAKE EDWARDS and RICHARD QUINE Produced by JONIE TAPS • Directed by RICHARD QUINE

General Release: March

## GENE AUTRY and CHAMPION .. ON TOP OF OLD SMOKY

with Gail Davis · Grandon Rhodes · Cass County Boys and SMILEY BURNETTE Story and Screen Play by GERALD GERAGHTV • Produced by ARMAND SCHAEFER Directed by GEORGE ARCHAINBAUD • A GENE AUTRY PRODUCTION

General Release: March

## The Mational Spotlight

## ALBANY

A surprise dualer is "Because of You," which drew solidly at the Strand here, in Watertown and several other cities. . . . Variety Club dinner for the retiring chief barker, Nate Winig, and the formal installation of new officers headed by Jules Perlmutter will be held the latter part of February. . . . Charles A. Stiakwitz and Warner Theatres associates acted as kings for the day in the first of a series of Variety Club dinners. Saul J. Ullman and Fabian Theatres Associations will do likewise Jan. 26. . Visitors included: Martin Moskovitz, Empire State division manager for 20th Century-Fox, and Alex Harrison, home office representative; John Scully, Universal-International district manager from Boston; Ben Hobbs, owner of Dannemora theatre and Plattsburgh drive-in. . . . A daughter, Amy Ann, was born to Mr. and Mrs. Leonard L. Rosenthal in Memorial Hospital, Jan. 11. Father is counsel and adviser on film buying for Upstate Theatres, Inc.

## BALTIMORE

Stanley theatre is having new equipment installed for its showing of "Bwana Devil" January 28, according Rodney Collier, manager. . . . Fred Schanberger Jr., Keith's theatre, in Bon Secours hospital after being taken ill while in New York . . . Harry Welch, Mayfair publicist, is back from a New York trip. . . Variety Club Tent No. 19 is planning a benefit wrestling show. The main bout will be a title bout with Thesz, the current title holder, putting his title on the line. . . Jerry Adams, MGM branch manager, showing Metro's "The Hoaxters" for civic, fraterual and veterans organization heads. . . Jack Sidney, Loew manager, assisting with the inaugural show in Washington on the 19th. . . Harry Frock is new to the projection staff at the Stanley theatre. . . Mr. & Mrs. Jack Fruchtman, Southern Maryland Theatres, have returned from Florida.

## **BOSTON**

1.F.E. Releasing Corp. has opened a Boston office at 14 Piedmont Street for the distribution of motion pictures in the New England and Albany exchange areas, with Ellis Gordon as sales representative. . . A daughter Jean was born to the Jerry Crowleys. Dad is the head booker at Daytz Theatre Enterprises. . . John Walton has resigned from the Warner exchange and is now booking at Columbia, replacing Meyer Fox who has gone to Buffalo for Columbia as city salesman. . . Mrs. Lillian Couture has closed the Gem and Strand theatres, Fitchburg, and has placed the Gem up for sale. . . . A mass for Richard J. Dobbyn, Jr., RKO salesman killed in an accident a year ago, will be held next Monday at Our Lady of Victories Church.

## BUFFALO

Ted O'Shea, Jr., son of the vice-president of Paramount Distributing Corporation, has passed his bar examination in Rochester and has been admitted to active practice. . . . The "Hands-Across-the-Border" dual-premiere of the Fox production of "Niagara" will be staged January 28 at the Seneca theatre in Niagara Falls, Ont., Niagara Canada and the Cataract theatre, Falls, N. Y. Dale Robertson will be the star attraction at both premieres. . . . Evelyn Garnham and Genevieve Gaynor, both inspectresses at the local Fox exchange, are confined to their homes with illness Noted at the annual luncheon of the Board of Community Relations the other day in the YWCA were Elmer F. Lux, general manager. Elmart Theatres, and council president. who spoke; George H. Mackenna, general manager, Basil's Lafavette; Arthur Krolick, general manager, UPT, Buffalo and Rochester, and Charles B. Taylor, associate general manager, UPT. . . . Mrs. Rose Roberts has retired after 30 years service in

the distribution end of the local film industry. Her last position was in the inspection department of Clark Film Co., . . Irving and Rose Fried celebrated their 28th wedding anniversary the other day.

## CHICAGO

With the operators' union and the management of Eitel's Palace hurling accusations at each other, negotiations for settlement of the scale for projectionists during a possible showing of "This Is Cinerama" in the Palace have broken down. The bone of contention is whether the Palace should pay regular top pay or road show scale to the operators. . . Bob Harrison, of Goodman and Harrison Theatres, has been appointed chairman of the amusement division of the Chicago Red Cross drive. . . Art Stern, who operated several theatres here with his father, is managing the Ritz, Los Angeles. . . . Abe Feder has sold the Metro Theatre building; the new owner has not announced his plans for the theatre. . . . Peoria's first TV station will go into operation on or about Feb. 1. It will be in the UHF band. . . . Ed Trinz was in from the West Coast on his way to New York.

## WHEN AND WHERE

January 25-27: Annual mid-winter meeting executive committee and board of directors, Theatre Owners of America, New York City.

February 23-25: Annual convention, Allied Independent Theatre Owners of Oklahoma, Biltmore Hotel, Oklahoma City.

March 4: Drive-in operators' meeting sponsored by the Kansas Missouri Theatre Association, Kansas City, Mo.

March 24-26: National drive-in convention and annual convention, Allied Theatre Owners of Wisconsin, Schroeder Hotel, Milwaukee.

March 25-26: Annual convention, Kentucky Association of Theatre Owners, Brown Hotel, Louisville, Ky.

April 7-8: Annual convention, Independent Theatre Owners of Ohio, Deshler-Wallick Hotel, Columbus.

May 4-5: Annual convention, North Central Allied Independent Theatre Owners, Nicollet Hotel, Minneapolis,

May 5-6: Annual convention, Independent Theatre Owners of Arkansas, Marion Hotel, Little Rock.

May 5-7: Annual convention and trade show, Virginia Motion Picture Theatre Association, Chamberlin Hotel, Richmond, Va.

## CINCINNATI

Radio Cincinnati, Inc., owned by the Cincinnati Times-Star, operating stations WKRC and WKRC-T, has purchased television station WTVN, Columbus, Ohio, for a reported \$1,500,000... Tyrone Power, native son, here for a part in the stage play, "John Brown's Body," at the Cox theatre, was a luncheon guest of officials of the local General Electric Company, which is sponsoring his radio serial, "Freedom U.S.A."... "Road to Bali," which opened at the RKO Albee, and moved to the RKO Grand for a holdover week, is playing an extra week at the latter house, somewhat of a rarity at this stand... A mail poll of the Allied of West Virginia membership resulted in a unanimous vote approving the entire policy program of Allied States, especially the portion relating to the rejection of arbitration, it was reported by Rube Shor, Cincinnati circuit operator, who is a director of the West Virginia Allied unit.

## CLEVELAND

Frank Murphy, Loew theatre division manager, was guest speaker at the January meeting of the Cleveland Motion Picture Council. . . . James A. Beidler, member of the Toledo firm of Smith and Beidler, circuit owners, who has been out of circulation for several months due to an eye operation, was on Film Row this week. . . Edward Heiber, U.I. local branch manager on loan to Detroit during the illness of Ben Robins, is back in town. . . Alden Brinham, manager of Skirball's Weslin theatre,

(Continued on opposite page)

Massilon, prior to 1945, is back at that post after having spent the past seven years on the west coast. . . . M. B. Horwitz, head of the Washington Circuit and Mrs. Horwitz celebrated their 30th wedding anniversary. . . . Funeral services were held here January 14 for Mrs. Sarach Charnas, 85, widow of pioneer exhibitor Morris, and mother of Harry L. of Los Angeles, Nat and Phil of Toledo and Mrs. Jean Rosenschein of Cleveland. . . Nate Gerson, Warner head booker, has been elected to serve a two-year period as president of Local F-5, IATSE, succeeding Ed Graves.

## **COLUMBUS**

Repeal of the three percent admission tax at Lancaster, Ohio, will become effective February I. . . Melvin Girbert, 38-year-old general contractor, has reopened the Grove at Grove City, Ohio and renamed it the Community. The house formerly was operated by Kenneth Hill. . . . April I is the target date for the start of construction of the \$3,200,000 Franklin County Veterans' Memorial auditorium. Bids will be opened March 5. . . Mrs. Tyrone Power Sr., mother of the film star, was a house guest of Mr. and Mrs. Paul Becker, Jr., Worthington, Ohio. . . . Herman F. "Bud" Kissel, former theatre editor of the Citizen, has joined Capitol Attractions here as public relations director. . . Earl Gratton has resigned as assistant manager of Loew's Ohio. He has received his draft notice.

## DENVER

Clarence Olson, formerly United Artists branch manager in three exchanges, Denver, Salt Lake City and San Francisco, has been named sales manager for Preferred Pictures. ... Don Sanders, Santa Fe manager, said he bluffed three robbers when he told them he did not know the safe combination. . One of the holdups in the \$1,000 Nov. 1 robbery at the Tower got a 10-20 year sentence. . . . Edward Anderson, 87, former owner of theatres in Denver, Greeley, Pueblo and Salt Lake City, died last week. He retired in 1938. . . . Dave Warnock has sold the Lake, Johnstown, Colo., to Merf Evans, manager for Gibralter Theatres at Craig, Colo. . . . Fred Brown, Black Hills Amusement Co. buyer and booker, went to the Rapid City, S. D., headquarters for conferences, and was delayed in getting back be cause of heavy snow

## **DES MOINES**

Art Stolte, city manager in charge of the Paramount theatre in Waterloo, is retiring from the theatre business after nearly years. He entered show business in 1914 and managed theatres at Vinton and Cedar Rapids before becoming associated with A. H. Blank in 1918. He remained with Blank until 1950, serving in the booking, buying and management department in Des Moines. He is being succeeded in Waterloo by Robert Leonard, former city manager in Des management department in Des Moines. He is being succeeded in Waterloo by Robert Leonard, former city manager in Des Moines. . . . Variety club of Des Moines has appointed its committees for the new year. They include: Entertainment: Byron Shapiro, chairman; Membership: Bill Feld, chairman; Heart: Don Conley, chairman;

## AT BUFFALO INSTALLATION



The new officers of Tent No. 7, Variety Club of Buffalo-"shot" at the annual installation ceremonies in the Hotel Statler. Left to right: Dewey Michaels, chief barker; Billy Keaton, WGR, first assistant chief barker; Marvin Jacobs, Sportservice (retired) second assistant chief barker, and W. E. J. Martin, secretary.

Hospital: Don Hicks and Nate Sandler; Publicity: Sol Yaeger, chairman; Bingo: Lou Levy. . . . Mary Lou Vaughn has left Warners to work for Columbia. . . A number of Filmrowers have been on the sick list with the flu that has been making the rounds. . . The Liberty theatre at Council Bluffs has reopened following extensive repairs and redecoration. . . Work is nearing conclusion on the new theatre at Marcus. It's a community venture with most labor being donated by those living in the Marcus area.

## HARTFORD

Atty. Herman M. Levy, general counsel of TOA, New York, and executive secretary, MPTO of Connecticut, has been named the executive committee of the Haven March of Dimes Campaign. Harry F. Shaw, division manager, Loew's Poli-New England Theatres, will serve as head of the campaign's amusements section. . Joseph Quinn, assistant manager, Loew's Poli Elm St. Theatre, Worcester, Mass., has been transferred to a similar position at Loew's Poli, Springfield, Mass. . . Levy of Amalgamated Buying and Booking Service, New Haven, returns to Connecticut shortly from a Miami vacation. . . . Anthony Nodolomky has been named assistant manager of the Crown theatre, Hartford. . . . Atty. Steven Perakos, son of Peter Perakos, head of Perakos Theatre Associates, New Britain, Conn., has been named chairman of the local Young Republican Club's Constitution Committee. . . . Edward Fitzgerald, formerly with the Paramount New Haven exchange, and later Buffalo branch manager, has been discharged from the Army with the rank of lieutenant colonel and is now operating a popcorn business in the city of

## INDIANAPOLIS

The date of the Allied Theatre Owners of Indiana regional film clinic at Fort Wayne has been changed from Jan. 27 to Jan. 28. The clinic set for New Albany, March 24, has been shifted to Louisville, to meet with the KATO convention there. . . . Al Hendricks drew 2,900 customers at \$1 a head for the Indiana-Illinois Big Ten basketball game on his big screen TV Saturday night, picking it up by antenna from a Bloomington, Ind., telecast. . . . Hendricks was to admit the public free to see the inauguration ceremonies on the big TV screen at the Indiana Tuesday morning. . . . Claude Flater, Spencer exhibitor, died Jan. 17. . . . Thelma Allison, wife of Claude Allison, manager of the Williston circuit, died Jan. 16 after a long illness.

## KANSAS CITY

Due to the current virus, nearly every film office has one or more personnel home . C. E. Cook, Maryville, Mo., exhibitor, chairman for the film industry in the Missouri March of Dimes, is promoting collections in theatres for the last week of the campaign. In Kansas City, the Motion Picture Association of Greater Kansas City will spearhead promotion of the fund by theatres, in cooperation with the official polio organizations. . . . The board of directors, Kansas-Missouri Theatre Association, meeting January 14, took these actions: Set March 3 and 4 for an exhibit and school for drive-in operators. Instructed Elmer C. Rhoden, Sr., Senn Lawler and C. E. Cook, delegates to the TOA board meeting, to secure all possible data on arbitration plans, so that the area plans may be developed in accord with any national program. . . . Robert McKinley,

(Continued on following pane)

(Continued from preceding page)

booker, Republic, has been made head booker, succeeding John Scott, who has moved to Albuquerque, and is not in the film industry.

## LOS ANGELES

Norman Moray, Warner's short subjects sales chief, planed in for West Coast conferences with company executives. Henry Balk, who retired a few years ago, is back at Allied Artists as a salesman. Saul Levin, brother of Irving Levin, Realart Pictures, recently passed away after an illness. . . . Alex Ratovich has resigned his position as assistant shipper at Warner Bros. . Ed Penn, formerly a salesman with the Lippert organization, has joined the L.F.E. Releasing Corp. in San Francisco. . . . Eva Woods, Warner inspectress, has resigned to serve in a similar capacity for Consolidated Films. . . . Alex Cooperman, branch manager of the I.F.E. Releasing Corp. here, has been upped to the position of western division sales manager.... Charles Kranz and Irving Levin returned from a meeting of Lippert franchise holders held in Chicago. ... The virus "bug" hit Anita Ham, con-tract clerk for the Warner exchange in the

## LOUISVILLE

According to the Kentucky Revenue, a report of state revenue, tax revenue on amusement (combined) for November 1952 was \$95,197.79 as compared to \$122,247.15 for November 1951, indicating a decrease of \$27,049.36. Tax revenue for July through November 1952 was \$702,207.64, as compared to \$726,025.45 for July through November, 1951, for a decrease of \$23,816.81. . . . James E. Thompson, manager of the Sunset drive-in theatre, Bowling Green, Kentucky, stopped over for a visit to the row en-route to Washington, Philadelphia and New York. . . . Santa Claus was on hand at the Riverside drive-in theatre in Bowling Green prior to Christmas Day with tricks and treats for the kiddies. . . . Sam Thompson, manager of the Lyric theatre, Guthrie, Kentucky, is the proud father of a new daughter, born Saturday January 10. . . . At the recent election of officers of local IATSE No. 163 the following were installed: Clarence Young, re-elected president; A. A. Ansbach, Sr., elected vice-president replacing Henry Kirk. Chester Demaree was re-elected business agent. Henry Kirk elected recording secretary replacing Jack Hulett; A. A. Ansback, Jr., was elected financial secretary replacing Ed Williams.

## **MEMPHIS**

Following a premiere at Malco for Variety's fund to build a home for convalescent children, "The Mississippi Gambler" has been doing a landoffice business. The premiere netted \$14,000 for the fund. . . An upturn in first run attendance which continued into 1953 after good Christmas week business is continuing. . . Ritz, which Christmas Day started a policy of no admission with patrons donating whatever they wanted to give as they left the theatre, reports this operation is still successful and will be continued for an indefinite period. . . M. A. Lightman, Jr., Malco official, made a business trip to New Orleans and Fort Smith where Malco has interests. . . .

20th-Fox employed two new workers in its Memphis exchange, Peggy McGee and Adlaide Simmons. . . Mid-South exhibitors in Memphis included Ned Green, Mayfield; Mr. and Mrs. W. F. Ruffin, Jr., Covington; Louise Mask, Bolivar; Henry Haven, Forrest City; and Gordon Hutchins, who is from Corning.

## MIAMI

At a mammoth March of Dimes labor jamboree . . . the fifth annual . . . attended by many dignitaries including Miami's Mayor Charles Senerchia and Sheriff Tom Kelly, an iron lung was presented to Variety Hospital prexy. George Hoover, who is division manager of Florida State Theatres' lower east coast area. Presentation of the \$1,400 portable lung was made by W. O. Frazier. . . . Doug Jernigan, manager of the Little River reports a new assistant, Charles Tritton. . . . Harry Kronewitz, manager of the Parkway, reports popular demand held over a lobby art exhibit of paintings by University of Miami art students. . . . Ed Melniker newly elected chief Barker of Tent 33, Miami's Variety Club, addressed a meeting of the women workers of Variety Children's Hospital. New appointments included Mrs. A. W. Corbett as chairman of Women's Committee of Variety and Mrs. Arthur S. Friedman, chairman of Women's Volunteer

## MILWAUKEE

Attending the 20th Century-Fox midwest divisional meeting here the other week were Edwin W. Aaron, western sales manager, and M. A. Levy, divisional sales manager. . . . William Charboneau, has purchased two acres of land at Lancaster for a future drive-in. . . Don Brown of the Mars theatre, LaFarge, is vacationing in Florida. . . . Howard Krueger, head shipper at National Screen, is back at work after returning from two years of service. . . John O'Conner, Plattville, is planning on opening his new drive-in in late spring. . . The Hollywood theatre here, operated by Barney Sherman, is closed at least two nights during the week. . . Sig Goldberg, Wausau, and president of Wisconsin Allied, returned from California where he was fortunate to see the Rose Bowl game.

## MINNEAPOLIS

Carroll Puchiato, vice-president of Realart Pictures was in visiting Don Swartz, franchise holder for Minneapolis and Milwaukee. . . . Don Palmquist, Monogram salesman, was badly bruised in a head-on collision near Gary, S. D., when he skidded on icy pavement. . . . Orville Saewert opened his Cogswell, Cogswell, N. D., this week. The theatre, a remodeled store, has completely new equipment. . . . Oscar Henrik sen owner of the Strand at Grafton, N. died. He had been ill for some time and his son has been operating the house. Charles J. Howard, a film distributor, branch manager and equipment distributor in Minmeapolis for some 25 years, died at St. Marys, Ohio. . . . Harold J. Engler, son of the owner of the Hopkins and Star theatres at suburban Hopkins, is engaged to Elaine Blustin. . . . Ben Berger, president of Berger Amusement Co. and North Central Allied, and his wife are off on a West Indies

## **NEW ORLEANS**

Asphalting operations on the Crescent drive-in's lot is expected to be completed by February. It is the first of the 5 openair theatres on the East bank of the city to have its surface asphalted. . . . J. Omer Herbert recently re-opened the Bayour Sorrell, Louisiana theatre which was darkened several years ago. . . . A new all negro patronage theatre is being constructed on St. Claud near Coffin St. . . . Allied Gulf members seen about film row before and after the convention included Wm. Sendy. Patio; Lefty Cheramie, Golden Meadows, R. Sellers, Yam drive-in, Opelousas, La.; Milton Guidry, Nona, Lafayette, La.; F. G. Prat, Jr., Vacherie, La.; L. E. Downing Haven, Brookhaven, Miss.; Claude Darce New Opera House, Morgan City, La.; Jack O'Quinn, Kaplan, La., and E. W. Ansardi, Burras, La. . . . T. G. Perry, of Pittman Theatres will handle the buying and booking for Thomas E. McElroy's Centenary, Glenwood, Broadmoor and Rex theatres in Shreveport, La. and the Tem in Monroe, La.

## OKLAHOMA CITY

Harold Combs, manager of the concessions department of the Barton Theatres has been ill for the past week, but is on the road to recovery... Oklahoma Tax Commission reports sales tax for the month of November, 1952 for theatres. The report shows 294 returns, \$32,483.04 tax, as compared with 327 returns, \$32,843.62 tax for the month of November 1951... At Bristow, Okla., construction of a 215-car drive-in theatre has been announced by Henry Simpson, co-owner with Mrs. Kathryn Hendrix of the Walmur and Princess theatres. The theatre, to cost approximately \$40,000, will be built on a site about two miles west of Bristow on U. S. 66 and will be completed by summer.... Chester V. Fleming, Nowata, Okla., owner, has posted a \$100 reward for information leading to arrest and conviction of burglars who cracked his theatre safe and escaped with \$1,500 Jan. 2.

## OMAHA

A special meeting of exhibitors in this territory has been scheduled at the Paxton Hotel January 26, the day of the Variety Club's Inaugural Ball. Iowa-Nebraska Allied officials who called the session announced that a number of hot topics, topped by the 20 per cent Federal admission tax, will be on the agenda. . . . Robert Taylor (born Spangler Arlington Brugh at Filley, Neb.) received a top-level reception and oodles of press, radio and television attention when he visited his home state in connection with his coming film, "Above and Beyond". . . . Warner Office manager Alice Neal returned after being laid up for more than a month. . . . Dedication of the Circle A theatre at Ashland, Neb., January 17 brought a civic celebration far beyond expectations of owner Woody Simek. The town has been without movies since Simek's Neu theatre was burned out a year ago.

## PHILADELPHIA

The trolley transit strike made a serious dent in boxoffice activity in the downtown district. Harold Seidenberg, managing di-

(Continued on opposite page)

rector of the Fox, blamed the crippling strike on the fact that the opening of "Ruby Gentry" was 50 per cent off. Reports were a little brighter from other first-run houses, with estimates on the drop-off ranging from 50 to 10 per cent. . . . Mel Fox, who operates a number of regular theatres and drivein operations in the territory, adds to his holdings in taking over the drive-in theatres in Vineland and in Bridgeton, N. J. Perry Hoffman, operating the Park and 19th Street in Allentown, Pa., is out of the Royereford, Pa., hospital. . . . Jack Greenberg, independent circuit owner, who has been ailing goes back to the hospital for further treatment. . . . Cliff Gunnett, former manager of the Warner, Atlantic City, N. J., succeeded James Boyer as manager of the State, Hanover, Pa. . . . Ben Stern, National Screen Service salesman, is back at work after a siege of illness. . . . Veteran exhibitor Leo Posel is one of the leaders in the current drive of the Downtown Jewish Home for the Aged, where he is chairman of the board.

## **PITTSBURGH**

No picture in a decade here has proven more sensational than "Bwana Devil" which appears to be headed for a long run at the Warner. It is a 2,000-seat house and 9,000 fans jammed their way in one day. A \$35,-000 gross is sensational to say the least. . The Dave Silvermans, he's RKO branch manager, recently celebrated their 24th wedding anniversary.... Mt. Lebanon business men are trying to buy the Harris Denis theatre to build a parking garage on the site. It's the only theatre in the community of 25,000. . . . John O. Hooley, the grand old man of this city's theatre managers, celebrated his 79th birthday as assistant manager of the J. P. Harris. He has been a familiar figure in theatre circles here for more than 50 years. . . . After helping to get "Bwana Devil" launched, Sid Jacobs and his missus headed for a three weeks vacation at Miami Beach. . . . Morty Henderson, the Perry theatre manager, has chalked up another birthday.

## PORTLAND

## PROVIDENCE

When a court injunction against the Providence License Board permitted Edward Gould to present a "revised" version of "Tobacco Road" on the stage at The Playhouse, the police stepped in and arrested

Gould for offering an "immoral and indecent exhibition." The play had run for five of the six days scheduled before the situation came to a head. Gould claims, in his defense plea, now before the lower courts, that the licensing officials refused to read the "revised" script from which had been deleted all of the questionable lines which had prompted the board of censors to refuse a license. . . A recent 3-day storm which brought snow, sleet, hail and rain, so tiedup traffic that local houses were virtually empty. Blocked highways upset all forms of transportation. . . An early-evening fire in a meat packing plant added further woes to the over-burdened shoulders of local exhibitors, as fire apparatus blocked roads leading to downtown Providence.

## SAN FRANCISCO

In town last week were Jim Schiller, field representative, who returned to Allied Artists in November, here working on "Hiawatha"; Mike Newman, Columbia field man, in for "The Four Poster" advance campaign; Murry Lafayette, United Artists publicist, setting up campaign on "Moulin Rouge"; Sherrill Corwin, president, North Coast Theatres and Norman Newman, film buyer, here for conferences with district manager Graham Kislingbury. . . . Exhibitors visiting the row were Earl Baughman of George Mann Theatres; Fred Fisher of Weott; Emil Palermo of Stockton and Guy Meek of Palo Alto. . . . Changes in personnel include the resignation of North Coast secretary Lorraine Stearns, to return to Chicago. . . . Abbott Thibdeaux, Orpheum treasurer, is now in Korea. . . . Donald Top-plef, treasurer, United Artists theatre, re-signed to return to school. . . . Sam Levin, co-owner, the Seaview, is nursing a broken arm as the result of an auto accident.

## ST. LOUIS

Special meeting of the officers and directors of MPTO of St. Louis eastern Missouri and So. Ill., was held last week with president Tom Bloomer outlining local exhibitors' views on various industry problems to regional MPTO representatives for presentation at TOA directors' meeting in A York later this month. . . . Subjects discussed included repeal of 20 percent theatre admission tax; grievance committee report and by-laws committee report on streamlining the organization. . . . Harry Arthur, president Fanchon and Marco, in town from New York. . . . Rani Pedruccie, feature booker for Frixina Amusement Company of Springfield, Ill., in hospital there for minor operation. . . Harry Haas, Paramount manager back from district sales meeting manager dack from district sales meeting in New Orleans. . . Amusement Employees Welfare Fund met last week. . . Mrs. Irene French-Thomas-McDonald, wife of W. C. McDonald (McDonald Entertainment Agency) died early this month. . . . Herman Ferguson of Malden, Mo., recovering from auto accident.

## TORONTO

Canada's first RCA Synchro-Screen will be installed by Perkins Electric and RCA engineers at the Odeon Carlton here. . . . Raoul Auerbach, vice-president of Twentieth Century Theatres, is touring western Canada with Doug Rosen, general manager of International Film Distributors. Auerbach's tour, his first, is seen as a prelude to further expansion by his company in that territory. His company presently operates three houses in that area, as well as over 40 in Ontario. . . . Net proceeds of an evening performance of the Paramount and Majestic theatres in New Waterford, N. S., were donated by the managements to the relief fund of a local union. . . Dawson Exley is the proud papa of a second boy. Dawson is a booker at Odeon. . . . Howard Binns moved to Montreal as house manager of the Seville, where Archie Laurie is managing director.

## **VANCOUVER**

"Road to Bali" smashed a 22-year attendance record at the Capitol. The run started on New Year's Day. . . "Stars and Stripes Forever" also doing well at the Odeon-Vogue. . . . Edward Forsyte, assistant general manager of Odeon Theatres, is a local visitor. . . . Roma Escott, head usherette at the Vogue, has resigned to become a housewite. . . . Shirl Wilson, manager of Perkins Electric, is showing his daylite screen for outdoor theatres at the PNE exhibition. Drive-in operators are showing plenty of interest. . . . Jack Bermack, RKO Calgary salesman, is the father of a baby . Frank Soltice, of the Pines drivein at Penticton, and his wife are on a California vacation. Soltice reports that he will enlarge the outdoor theatre to accommodate another 100 cars. It now holds 250 cars. . Ivan Ackery, Orpheum manager, for his date on "Plymouth Adventure" tied up with a local car agency putting on display a 1953 Plymouth car in his lobby. . . . Dorothy Garrett, Capitol secretary, resigned to await a visit from the stork... Mrs. Henderson, sister of Dave Borland, Dominion manager, died suddenly this week. . . . Marion Rich, former cashier at the Paradise, is now candy counter girl at the Plaza.

## WASHINGTON

The "natural vision" feature length picture "Bwana Devil" opens at the Warner Theatre on January 29. . . . Rudolph Berger, southern sales division manager for MGM. attended a 3-day meeting of his company in Chicago. Also attending a Chicago meeting of his company was Sam Galanty, midwest division manager for Columbia Pictures. . . Alexandria, Virginia officials have received complaints from residents of a South Arling-Virginia community who oppose the construction of an open-air theatre a short distance from their homes. Frank Boucher rank Boucher is president of the Arlandria Drive-In Theatre Corp., which is making plans to build the \$115,000 theatre. . . Local showmen received praise from two drama critics this past week for their outstanding work on the entertainment committee for the Inauguration. George Murphy's committee included Orville Crouch, George Dorsey, Robert Denton, J. B. Brecheen, Tony Muto, J. Raymond Bell, George Crouch, Frank La Falce and Allan Zee.

### Plans 400-Car Drive-In

OAK RIDGE, TENN.: Excavation is in progress for a new 400-car drive-in theatre on Solway Road, to be completed for opening March 1. It will be part of a new community, according to the owner, Ed Burchfield.

## CLASSIFIED ADVERTISING

Fifteen cents per word, money-order or check with copy. Count initials, box number and address. Minimum insertion, \$1.50. Four insertions for the price of three. Contract rates on application. No borders or cuts. Forms close Mondays at 5 P. M. Publisher reserves the right to reject any copy. Film and trailer advertising not accepted. Classified advertising not subject to agency commission. Address copy and checks: MOTION PICTURE HERALD, Classified Dept., Rockefeller Center, New York (20)



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### HELP WANTED

GENERAL MANAGER IN FULL CHARGE OF two 1,000 car deluxe outdoor theatres in Indianapolis. An excellent position and opportunity with a good salary and earnings participation for the right executive. Must have the proper background and experience in all operation phases including the fast and important food and concessions business in these theatres. Reply giving qualifications and references. JOE CANTOR, 3225 N. Meridian St., Indianapolis.

MANAGERS AND ASSISTANTS, FIRST RUN deluxe theatres, large metropolitan Eastern city. State salary, experience, references in first letter. BOX 2701, MOTION PICTURE HERALD.

EXPERIENCED AGGRESSIVE MANAGER wanted for situation in New York State. Please reply giving background, salary requirements, at whether available for interview. Reply BOX 2702 MOTION PICTURE HERALD

YOUNG ENGINEER FOR WORK IN SOUND and projection department of theatre supply company located in the South. Applicant should be willing to travel and should have practical and technical training in the installation and servicing of theatre sound and projection equipment. In reply give age, education and experience. Apply BOX 2703, MOTION PICTURE HERALD.

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SUPER SALE ON SUPER SIMPLEX MECHANisms, excellent condition, only \$262.50 each. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19

TRY AND TOP STARS' OFFERINGS! SUPER Simplex riechanisms, beautiful, \$475. pair; RCA PG. 222 sound system, MI-9030 soundheads, double channel amplifier, etc., rebuilt, \$1,259.; 2 unit electric ticket register, excellent, \$74.50, aluminum reels \$1.25; film cabinets, \$1.25 section. What do you need? STAR CINEMA SUPPLY, 441 W. 50th St., New York 19

GOING FAST! USED MARQUEE LETTERS: 100—10" Wagner plastic & 60c; 500—8" Wagner aluminum & 60c; 150—10" Adler aluminum & 75c. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

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RECTIFIER BULBS, FIRST QUALITY, \$4.75; changeovers, with footswitches, \$42.50; parts for Simplex and Powers 30% discounts; sand urns, \$4.95; STAR CINEMA SUPPLY, 441 W. 50th St., New York 19.

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RECTIFIER BULBS 15 AMP., \$4.59; REPLACEment parts for Simplex, Powers, 25% off: Reflectors 20% discount; 9'x12' plastic screens, \$42.66. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

## SEATING

CHAIR BUY OF A LIFETIME: 920 MODERN Heywood 7-ply veneer back spring edge cushion chairs, curved steel standards. Excellent condition, only \$5.95. S. O. S. CINEMA SUPPLY CORP., 604 W. 52nd St., New York 19.

"Gambler" Benefit for Charity Nets \$20,000

MEMPHIS: The benefit premiere of Universal-International's "The Mississippi Gambler" at the Malco theatre here January 14 raised \$20,000 for the local Variety Club Tent No. 20 proposed Home for Convalescent Children. Civic officials joined with U-1 stars in launching the premiere. Among the players present were Piper Laurie, Julia Adams and Jackie Loughery. The benefit was part of a three-city world premiere launching more than 350 pre-release dates in the Mississippi Valley territory.

Autry Launches 49-City Personal Appearance Tour

Gene Autry, Columbia star, last week started a 49-city "in person" tour. With a cast of 30 performers he opened in Wichita, Kan., then was to swing eastward through Omaha, Des Moines, Detroit, northward to include a number of Canadian stops, thence back into eastern United States to play, among other cities, Rochester, Albany, and Philadelphia, Pa. He winds up the tour in Washington, D. C., March 1. The Gene Autry Show will be a complete western variety revue with the cowboy himself as master of ceremonies.

## Shipments of TV Sets Show Increase In 1952

WASHINGTON: A total of 5,208,614 television sets were shipped to dealers during the first 11 months of 1952, compared with 4,415,422 shipped during the same period in 1951, the Radio-Television Manufacturers Association reported. It estimated November shipments at 756,855 TV sets, to 409,681 sets a year earlier. Retail sales in November were put at 803,327 sets, compared with 847,219 sets sold in the previous month.

## List Censorship Basis In Providence Measure

PROVIDENCE, R. I.: An ordinance for licensing and censoring motion pictures and stage shows, establishing four specific grounds for restrictions, has won first passage in the City Council, following a lengthy attack by the Republican minority. The measure would set up a requirement for licensing public shows, would restrict censoring to four grounds—immorality, indecency, profanity and obscenity—and would provide the means of appeal, to the City Council committee on licenses.

Use Magnetic Recording

Paramount Pictures has adopted magnetic film recording for master prints of dubbed foreign versions. First features employing this method have been shipped. In making the foreign release prints abroad, the magnetic record will be converted to an optical track for standard reproduction.

# MANAGERS' ROUND TABLE

An International Association of Motion Picture Showmen-Walter Brooks, Director

## The Public Will Choose Its Own "Ten Best"

THE turn of the year always brings the proverbial lists of the ten best pictures, in the opinion of sundry and various critics and authorities, and always, we feel that the public will make its own choice, whether these published opinions are a matter of record, or not. The varied lists have one thing in common, they often represent either a personal or a political preference that is so slanted in favor of friends and fellow travelers that it is easily identified. Show us a list and we'll name the source of the selection, from memory of the peculiarities and peccadillos.

Currently, in New York, the Journal American is running a contest, with a coupon ballot printed daily in the newspaper, which gives its readers a chance to name their own preferences in motion pictures, stars and performances. We like that, because we believe it is good newspaper practice, and good for motion picture business. It is our understanding that the sum total of this balloting by the readers of the Journal American is to be matched against the final decisions in the Associated Press poll of newspaper critics, or in some other way, made comparative with other newspaper opinions.

In the past, on this page, we have praised the policy of the London Daily Mail, a national newspaper in Britain, which has conducted its own contest to determine the public's choice of the best movies of the year, and brought this right down to the theatre lobby by including the theatre manager and his box office in the selling ap-A ballot box is installed in the proach. theatre lobby, and the coupons clipped from the pages of the Daily Mail are deposited here, under the supervision of the manager. The newspaper offers modest prizes, ranging from one to five pounds, to the theatre manager who turns in the greatest number of Naturally, every ballot means a ballots. copy of the Daily Mail in circulation.

We hope that the example shown in the Journal American contest will spread across the country, and that it will be lead by the

## THIS, TOO, IS AN OPINION POLL



The one, accurate and indispensable poll of audience opinion in this country is taken on voting machines, similar to the one shown here, which you, and a hundred million others will recognize as the ticket machine at your favorite box office.

Here, the public really express their choice, and no matter what professional critics may say, or what theatrical, literary and political sources may believe, this is the opinion that really matters. We've seen examples of pictures picked by critic's circles that wound up No. 101 on a list of comparative grosses, based on popularity where the public pays admission.

Motion Picture Herald for 21 years

has conducted a poll of Exhibitor's Preferences, which is widely quoted by the lay press, throughout the country. You'll find these opinions for the current year in the issue of December 27th, 1952, and it will pay you to refresh your memory, in a comparison of opinions.

Hearst newspapers in all their cities. This is a true opinion of the public, at the point of sale. It is vital to film industry to point up the public's choice, and it can be mutually advantageous on a cooperative basis to newspapers in every type of community, to convince some authorities that the public makes up its own mind in these opinions,

without too much edging by critics.

Another newspaper story is contained in this week's news, with the publication in the New York papers of an advertisement by the Kansas City Star, outlining their defense in the Government's suit against them for violation of the anti-trust laws. We are in sympathy with the defense and not with the Government's suit.

There are many instances, across the nation, of one newspaper in a city or town, sometimes publishing a morning and an afternoon paper from the same presses. For that matter, it is an old story in film industry that as many as 8,000 theatres are in non-competitive situations, cities and towns where the theatres are under one management. The basic strength of the independent theatre operators is in such towns.

Someone, long ago, gave us a formula, which we have always remembered. He said, there were three things in every small town that should be monopolies, operated for the community. One was the theatre, one was the newspaper and one was the hotel. We can see where there are many which have civic responsibilities and a sincere desire to serve their community as good citizens should.

13

Gordon White 'phones us from the Motion Picture Association, with a story of how the recent AMPA School obtained results, on the line, for enrolled students. One of these, the manager of a small theatre on New York's east side, got up to tell the others that he had proposed something to his circuit, as a result of his studies, and when Gordon queried him "Did you get a raise?" he said he did, and they were appreciative of his application of the AMPA sessions. Another young woman, who will also remain nameless, stood up in meeting to say that she, too, had turned in the result of her studies, in concrete form, and received negotiable and substantial recognition. It is a pleasure, Mr. McWilliams, to add to your scroll.-Walter Brooks

## Youth Must Be Served

Young ideas—that's what we need—to hold show business to the line—to keep that ever-loving audience for the movies—they grow up, and are replaced—with a younger audience—in the cycle of showmanship.



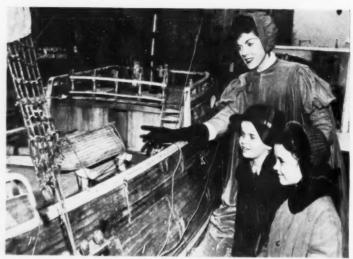
A family of full-bred Indians, on tour, welcome Yvette Dugay, co-star of Allied Artists' production of "Hiawatha," who made a personal appearance at the Bijou theatre, on Broadway.



Mort Levine, manager of the Stanley theatre, in Philadelphia, greets the winner in his "Jane Russell" contest.



Another of Mort Levine's excellent lobby display stunts at Warner's Stanley in Philadelphia.



Eager youngsters enthralled with the actual replica of the Mayflower, and an attractive Pilgrim in costume to guide them, in the exploitation of "Plymouth Adventure" in Loew's theatre, in the New York area.



F. H. Stiles, manager of the Uptown theatre, Richland, Wash., was awarded a \$200 Savings Bond in Paramount's Pine-Thomas contest for the best handling of "Caribbean"—this is fine use of poster cut-outs as lobby display in a small situation.



Harold Cummings, manager of the Lewiston Drive-In, Lewiston, Maine, arranged with his local French-language tabloid newspaper to print a special front-and-back-page for "Caribbean"—and then put these boys on the street, crying "Wuxtry!" for a "great sea battle" raging in the picture. Incidentally, the opening night was a sell-out, with about 300 turned away.

## VIC NOWE, CANADA, AND ART STANISCH, KY., WIN

Overboard, we were, with potential prizewinning campaigns, from Canada and overseas, and a shortage of better examples of showmanship from the domestic market, comparatively speaking. That was the opinion of our judges in the fourth quarter for the Quigley Awards, sitting in their judicial robes, in this office, last Friday. It just happens this was a panel of judges who have been here before, and they were equally in agreement that showmanship, as such, is in the ascendency, here and abroad. But they take off their hats to the supremacy of our neighbors, across the borders.

Vic Nowe, manager of the Odeon Hyland theatre, Toronto, was an easy victor, with Al Jenkins, manager of the Odeon Vogue theatre, Vancouver, pushing him so hard it was a toss-up, most of the way. And Art Stanisch, manager of Sam Switow's Kentucky theatre, Louisville, who won in the third quarter of 1952, was in again with four grand campaigns, which again qualified him for the first honors in a smaller situation. The judges consider these two top awards of equal weight, with a lot of puzzlement about the runners-up, who become Scroll of Honor winners, in the usual alphabetical order:

Ivan Ackery, Orpheum Theatre, Vancouver, B. C., Canada
G. C. Dilley, Ritz Theatre, Edgware, England
Al Jenkins, Vogue Theatre, Vancouver, B. C., Canada
George Peters, Loew's Theatre, Richmond, Va.
Boyd Sparrow, Warfield Theatre, San Francisco, Calif.
Rodney Toups, State Theatre, New Orleans, La.
W. G. Wells, Metro Theatre, Bondi Junction, Australia

Picking these seven was a greater task than choosing two top winners, for any or either could have won, on merits, and it became a matter of points in their favor, with each contender. For instance, consider Ivan Ackery, with two campaigns, and all judges thoroughly familiar with his techniques. All we can say, Ivan was in close company, giving him as good as he sends, and it has to work out that way, when the cards are on the table. And there are others, among the citation winners, who were a breath and a shadow from the goal-posts, when the judges rang the bell.

Overseas, in this quarter, was an epoch, a dream of showmanship. Sometimes we wish for more and better entries from around the world. This time, by unanimous consent, the top honors go to Harry Gent, of the Royal Hippodrome, Liverpool, for his 50th Anniversary, Golden Jubilee.

Just eighteen months ago, this same panel of experts sat in judgment at a quarterly examination in the Quigley Awards competition. (They say, now, they're going to take the production on the road!) We admire our judges, and like to have them well broken in, and trained in their judicial duties. In the usual photographic order, as in July, 1951, are Samuel Cohen, overseas publicity manager for United Artists Corporation in New York, Edgar Goth, advertising and publicity director for Fabian Theatres in New York, and Charles Hacker, manager of operations of the world-famed Radio City Music Hall—experienced, substantial, practical showmen, sitting in judgment.

## 4th Quarter Citation Winners

JOE BECK Premier, Brooklys

HUGH S. BORLAND Louis, Chicago, III.

ELLIOTT BROWN Odeon, Victoria, Can.

WILLIAM J. BURKE

Capitol, Brantford, Can.

R. CALF Plaza, Plymouth, Eng.

AL CAMILLO Modjeska, Milwaukee, Wis.

IRVING CANTOR Town, Baltimore, Md.

BOB CARNEY Poli, Waterbury, Conn.

RALPH CONNOR Odeon Ladysmith, Eng.

TED DAVIDSON Ohio, Lima, Ohio

J. DI BENEDETTO Poli, Worcester, Mass. BENNO ERB Metro Santiago, Chile

DOUGLAS EWIN Regal, Oxford, Eng.

HAL GLEN Metro Brisbane Aust

R. E. GORDON Odeon, Sketty, Eng.

ROBERT P. GOSS Gaumont, Chester, Eng.

ART GRABURN Plaza, Vancouver, Can.

H. HALL Cavendish, Derby, Eng.

BOB HARVEY Capitol, North Bay, Can.

STANLEY D. HOLMAN Plaza, Plymouth, Eng.

SIDNEY HOPKINSON Oxford, Manchester, Eng.

DAVID C. KERR Ritz Cambuslang, Scotland JOHN LONGBOTTOM Odeon Middlesbrough, Eng.

T. MURRAY LYNCH Paramount, Moncton, Can.

J. P. MC DONOUGH Tivoli, Hamilton, Can.

S. R. MC MANUS Odeon, Ft. William, Can.

TONY MASELLA Palace, Meriden, Conn.

KEKI MODI Excelsior, Bombay, India

R. W. PARKER Regal, Torquay, Eng.

AL PERKINS Roxy, Midland, Can.

A. PRAGNELL Metro Perth, W. Aust.

JOE REAL Midwest Oklahoma City, Okla. MORRIS ROSENTHAL Poli, New Haven, Conn DALE SMILEY Del Paso N. Sacramento, Cal.

GEORGE SNYDER Paramount Syracuse, N. Y.

M. Y. SWAMY Sri Gayathri Mysore, S. India

PAUL G. THOMAS Strand, Muncie, Ind.

ROY TUOHY Ozone, Mildura, Aust.

BILL TRAMBUKIS Regent, Harrisburg, Pa.

WILLIAM K. TRUDELL Capitol, London, Can.

DAVID B. WILLIAMS Gaumont, Preston, Eng.

C. R. WILLIAMSON Odeon, Reading, Eng.

HARRY F. WILSON Capitol, Chatham, Can.

LEW YOUNG Norgan, Palmerston, Can.

## "Gambler" Goes Down The River

Universal's "Mississippi Gambler" had a saturation premiere in the Mississippi River Valley, starting with the opening of the picture at the Fox theatre in St. Louis, and going down the River, to the Malco theatre in Memphis, and then rolling along to the Joy theatre, in New Orleans. The three successive dates will launch 350 pre-release engagements in the delta country, which are supported, in Dave Lipton's typical fashion, with a saturation advertising campaign, to benefit these and subsequent runs.

St. Louis, teeing off, had the Mutual Broadcasting national network program, "True or False," over 535 stations, operating from the stage of the Fox theatre, with a nifty tie-in. Tyrone Power has been aiding in the build-up of the picture, and Piper Laurie, Julie Adams and other featured players are making personal appearances in some fifty Mississippi River towns. In St. Louis, the stars appeared on ten different television and radio shows for the area. Several big store tieups, and other promotions, are featured.

The Malco theatre premiere in Memphis was a benefit for the local Variety Club Tent No. 20, and raised \$20,000 for the proposed Home for Convalescent Children, which is the Club's Heart Fund objective. Ed MacKenna, at the Joy theatre, in New Orleans, had a civic celebration to launch his premiere and one of the most comprehensive promotional campaigns.

## Paramount's Big, New Plastic Stick-Ons

Paramount has a new plastic stick-on, 12 x 14 inches, which is considerably larger than former efforts along this line, as an accessory for "Road to Bali" available from National Screen Service. The transparent sheet has plenty of color, including a white background for effect; it sticks to any glass surface without difficulty and is not affected by the weather.



, Ed Gallner, MGM field man, at right, presents cash awards to Robert Hannon, of the Murphy Dept. Store, and Bill Trambukis, manager of Loew's theatre, Harrisburg, Pa., for a joint window display on MGM Records.

Walter Kessler Does It Again in Columbus, O.

Manager Walter Kessler of Loew's Ohio, Columbus, tied in with the five full pages of the Ohio State Journal's Christmas Gift Guide promotion with a Masked Stars Contest. The newspaper supplied the top prize of \$25 for each of the five breaks, the theatre contributing guest tickets. As a tiebreaker, contestants had to answer questions like "All I want for Christmas is (in 10 additional words or less). The fivepart promotion attracted thousands of en-Stars used in contest included Marilyn Monroe, Arlene Dahl, Shelley Winters, Janet Leigh and Cyd Charisse. Contestants also had to name a current or coming picture of the star. Guest tickets were good for holiday-time pictures at the Ohio, thus giving plugs for current product at the theatre in each of the five breaks.

Ideal Theatre In An Ideal (Nebr.) Town

Fred Teller, Jr., manager of the Strand theatre, Hastings, Nebraska, sends us tear sheets from the Hastings Daily Record to show the excellent amusement page in this small city daily paper. We know, and appreciate the situation, for we've been in such places and know the kind of cooperation you can get, in a town of 15,000 with a good daily newspaper. Hastings is a little more advanced than we've met, offhand, for this excellent newspaper has "color-on-thepress," and that's something to crow about in a place of this size. It's extraordinary to use two colors in a press-book ad, but it can be done-and it makes us real anxious to go back and try it again. We never had color in our day. The small city newspapers, those cities and towns that are just graduating from the strong weekly newspaper to the good daily paper, are the towns where showmanship will thrive, for the editors and publishers are showmen, too.

Local Imprinting For "Above and Beyond"

Lou Cohen, manager of Loew's Poli theatre, Hartford, Conn., used 10,000 imprinted shopping bags as exploitation for his run of "Above and Beyond" with lucky numbers and the overall print job underwritten by local sponsors. Theatre donated guest tickets as prizes, otherwise no cost. Lou says this is an especially good way to advertise a woman's picture, because they carry the shopping bags and take the adsright into the buses and directly home. Each store donated five pairs of nylons as their contribution to the gift schedule.

Bob Carney Mounts 6-Sheets

Bob Carney, manager of Loew's Poli theatre, Waterbury, uses six sheet cut-outs and mounted display on both ends of his marquee, for "Million Dollar Mermaid" and other attractions. The size and shape of the space available makes the 6-sheet just about right for the purpose, so there are plenty to choose from.

## The Schines Schine On!

Seymour Morris, advertising and publicity director for the Schine circuit, Gloversville, knows exactly what we mean. His bulletins from headquarters tell us of numerous and sundry examples of showmanship, sometimes too numerous for repetition here, but we appreciate it, just the same. It wouldn't be difficult, at all, to make whole Round Table meetings of Schine showmanship. That's why we have to deal with it wholesale, instead of on a retail basis.

Among things we like are Nick Yost's disc-jockey tie-up for "Because of You" at the Strand, Cumberland, Md. The local platter-spinner really gave time and effort to making the recordings of this theme music popular in advance of the playdates. Mrs. Pearl Bryant, manager of the Federal theatre, Federalsburg, Md., gets another front page story in her small town, for good community relations. Joe DeSilva, at the Schine theatre, Auburn, had eight grocery stores in a tieup for "Bonzo Goes to Col-Ben Geary, manager of Schine's theatre in Athens, Ohio, had a fine display for "The Quiet Man" and local girls in a "leg-o-genic" contest. Lew Thompson, at the Holland, Bellfontaine, sold "Springfield Rifle" with local sponsors.

George Snyder, who moved to Schine's Paramount theatre, Syracuse, and took over an established showmanship record in the same theatre, is entering in the 20th Century-Fox \$7500 contest for "Something for the Birds," and we already see something in the offing.

Tallman Uses the Herald In His Advertising

William G. Tallman, Jr., manager of the Ceramic theatre, East Liverpool, Ohio, bought paid space in the East Liverpool Review to tell his patrons that out of 12 pictures named in the Motion Picture Herald poll of box-office hits for 1952, the Ceramic theatre had played six of them, and would maintain its high level of entertainment value throughout the coming year. The public is always interested in polls, and especially professional and trade opinions.



Marvia Rosen, manager of the Lee theatre, with Mayor Bottjer, of Fort Lee, N. J., watch lovely Grace Kelly, of "High Noon" cut the theatre's first birthday cake, as Larry Morris, of B. S. Moss Theatres, looks on.

## *'Capitol' is* A Word for Competence

When a whole row of letterheads all spelled out one theatre name, we thought it was time to accent the factor that puts "Capitol" in Famous Players-Canadian, and 'capitol' is a word for competent showmanship. There's Bill Burke, from the Capitol, Brantford; Bob Harvey, from the Capitol, North Bay: Harry Wilson, from the Capitol. Chatham, and Eddie Landsborough, from the Capitol, Galt, all spread out on our Round Table desk, at this precise moment, with exhibits to prove our little theory. It just happens that Bill Trudell, of the Capitol, London, and Hammy Bowes, of the Capitol, Sarnia, haven't anything in our current mail. And there are a few other "Bills" and a few more "Capitols" to be heard from, including Bill Novak, of the Capitol, Winnipeg, who was mentioned in dispatches recently.

Bill Burke had some good stuff in the recent Quigley Awards judging, on "Ivanhoe" and "Les Miserables." Harry Wilson has a new exhibit, received too late for the last judging, and now entered for the next quarter, on "Snow White and the Seven Dwarfs." Bob Harvey's new book, received here this week, contains ideas for keeping the people of North Bay movie conscious, and becomes an entry. As he says, nothing is too small or too large for ballyhoo purposes. These are the kind of bills we like to get in the mail.

## Ed Rosenfield Is Transferred

Since Brandt's Murray Hill theatre was closed to make room for Horn and Hardart, Ed Rosenfield has been transferred to the Trans-lux theatre 85th St., New York, and he sends us a good photo of the window display he promoted with a neighborhood Chrysler dealer for "Plymouth Adventure."



Applause from this corner, as Matt Saunders, manager of Poli's Bridgeport, and Lou Cohen, manager of Loew's Poli, Hartford, receive their checks as winners in Metro's Promotion of the Month contest on "Carbine Williams." Harry Shaw, division manager, supervises, as MGM branch manager, Phil Gravitz, passes out the prize money.

## Selling Approach

MY COUSIN RACHEL-20th Century-Fox. Daphne du Maurier's best selling novel, one of the most important books of the year, starring Olivia de Havilland, multiple Academy Award winner, with Richard Burton, important new discovery. 'It was love like a burning fever . . . and suspicion like a slow poison. In his heart, a desire for her . . . and in his hand, the letter that doomed her!" This picture has two pressbooks and a supplement, to benefit all good showmen. Excellent posters and accessories, far above average, and free 24-sheets for those who will post them. The herald keys the campaign with superior showmanship. Newspaper ad mats are strong, filled with intrigue, love; hate, and murder. The book is now so widely known that millions will recognize the situations. Was she woman, or witch, or madonna, or murderess" She was a woman with an aurora of mystery and such strange desires! Her lips like a red wound! Her touch like searing flame! You'll find large and small ads to carry out this theme, and two sets of teasers, to introduce a major film accomplishment, with the big 35c economy-size, complete-campaign mat for small situations. Look at the halftone teasers for sheer dramatic strength.

MONSOON-United Artists. In color by Technicolor. Filmed in India's forbidden land of "Love Temples" and introducing the Most Beautiful Girl in the World, in the Most Daring Picture ever filmed. Nothing can match its tempest and temptation, and the pressbook suggests that Ursula Theiss' role excels that of Hedy LaMarr in "Ecstasy." A teaser campaign along these lines will draw comparisons from those who saw that historical film. A set of art stills, the 24-sheet poster and other accessories, will show you Ursula in swimming. All advertising is keyed with this approach and it's the right one for this picture, which won't let you down. The herald, in particular, keys the campaign, and several of the newspaper ad mats have good display of this memorable scene. A set of teaser ads, containing all of the selling approach, will serve many situations, and offer a change from the usual. A "pin up" newspaner feature, five columns wide (Mat 5A), will give you five striking pictures of "the most beautiful girl in the world" for your critics to decide. A teaser poster (MP-XI) reveals the nature girl in the temple lagoon. Color adds to an exciting story in an authentic setting.

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THE BAD AND THE BEAUTIFUL-MGM. The boldest drama of the year! Should be beautiful box office, and not a bad picture. Forecast: So powerful, so wonderful, it's headed for the "10 Best" lists-current attraction at the Radio City Music Hall. Lana Turner, Kirk Douglas, Walter Pidgeon, Dick Powell. No holds barred in this story of a Blonde and a Brute. 24-sheet and all posters designed to make cut-outs. Jumbo herald keys the campaign for most situations. Special MGM accessories include 8 sizzling scene stills, 11x14, with sock dialoque captions. Also, sock-sational display pieces and 4-in-1 bargain photos. Newspaper ad mats are vivid enough to sell this exciting picture. We like the unusual No. 409, which has action. Many others are clinches—and cliches. An 8-column story mat, across the bottom of a magazine page, will interest editors in free space. Other publicity mats are up to MGM's high standard. The big 35c economy-size, complete campaign mat for small situations includes ten mats and two kinds of lino borders you can use. Metro deserves a round of applause for introducing this money-saving device to encourage the use of mats. Fashion stores will be looking for star stills from this picture.

ANDROCLES AND THE LION - RKO-Radio Pictures. Gasp at its spectacle! Glow at its romance! How at its laughs! George Bernard Shaw's greatest play, ten times more thrilling on the screen! An allstar cast, in an all-star comedy romance. with all of its wondrous action, tender love story and high wit and humor, in the original settings of ancient Rome. 24-sheet and other posters will make convincing cutouts for lobby and marquee display. There is a herald, window card and panel insert. Newspaper ad mats are adequate, and help to sell the cast, including Jean Simmons, Alan Young, Victor Mature, Robert Newton and Maurice Evans, with each star identified in his role. Composite ad and publicity mat for 35c is sufficient for small situations. Picture will appeal to admirers of George Bernard Shaw, which means the hard-to-get audience for a motion picture. Sell it to the well-read, club and society groups. Pressbook suggests a benefit for local charities under the sponsorship of some organization that will get out and sell tickets in advance.



## "What the icture did for me"

## Allied Artists

BATTLE ZONE: John Hodiak, Linda Christian—Excellent Korean war picture, well made and acted. Give it your best playing time. Don't think this is just another war picture; it has a different angle, showing the danger of photographers in the war. Did above average luisiness. Played Wednesday, Thursday, December 31, January 1.—E. J. Pennell, New Bronson Theatre, Bronson, Mich.

## Columbia

RAINBOW ROUND MY SHOULDER: Frankie Laine, Billy Daniels I highly recommend this picture, not that it will do a record business, but it will put over a good message for your theatre, as well as Hollywood. Also your patrons will see a nice musical in color. Weather rainy, Small town patronage. Played on Thursday.—L. Brazil, Jr., New Theatre, Rearden, Ark.

THIEF OF DAMASCUS: Paul Henreid, Jeff Don-nell A nice adventure picture in color which was liked here. Did average business in this small town. Played Friday, Saturday, January 2, 3.—Francis Gill, Paonia Theatre, Paonia, Colo.

## Metro-Goldwyn-Mayer

BECAUSE YOU'RE MINE: Mario Lauza, Doretta Motrow This is the first Mario Lanza, Doretta Mario Lanza picture we have ever played, so the people here weren't familiar enough with him. The trailer built up Lanza but not the picture, and the public didn't take to him. However, it is an excellent picture and comments were favorable, though few. Played Sunday, Monday, December 28, 29.—Frank Chaurod, West Theatre, George West, Texas.

DEVIL MAKES THREE, THE: Gene Kelly, Pier Angeli-A good title, but picture doesn't back it up. Don't expect too much when you play it. Played Thursday, Friday, November 13, 14. Henry Sparks, Sparks-Grand Theatres, Cooper, Texas.

LOVELY TO LOOK AT: Kathiyn Grayson, Howard Keel—Huli uh, Metro didn't have us in mind when they made this picture. Even if it did have Red in it, didn't draw and wasn't liked. Might go over in some communities, but certainly not here. However, we never lose much money on Metro pictures as their prices are so reasonable. Played Sunday, Monday, January 4, 3.—Marcella Smith, Vinton Theatre, McAethur, Olno.

PLYMOUTH ADVENTURE: Spencer Tracy, Gene Terney, Van Johnson Slow moving. Spencer Tracy at his worst I don't know whether he has forgotten how to act or if he needs a new director. The picture itself was well made and the Technicolor beautiful, but below average hussness. Played Sunday, Monday, Tuesday, December 28, 29, 30. E. J. Pennell, New Bronson Theatre, Bronson, Mich.

PLYMOUTH ADVENTURE: Spencer Tracy, Gene Terney, Van Johnson—A very good picture, but too slow and draggy for present day movie-goers. Played Thursday, Friday. December 18, 19—Henry Sparks, Sparks Grand Theatres, Cooper, Texas.

SKIRTS AHOY!: Esther Williams, Barry Sullivan-A Technicolor musical which everyone enjoyed. All comments good. Miss Williams is certainly a top hox office draw. Business fine. Played Monday, Tuesday, December 29, 30—Lew Young, Norgan Theatre, Palmerston, Out., Canada,

TALK ABOUT A STRANGER: George Murphy, Namey Dayes The folks liked it, so what more can you ask? Did average business in this small town. Played Wednesday. Thursday, December 17, 18—Francis Gill, Paeria Theatre, Paonia, Colo.

TALK ABOUT A STRANGER: George Murphy, Natury Dayns—Double billed with "Young Man With deas" (MGM) as the lower half. Entertaining

. . . the original exhibitors' reports department, established October 14, 1916. In it theatremen serve one another with information about the box office performance of product—providing a service of the exhibitor for the exhibitor. ADDRESS REPORTS What the Picture Did for Me, Motion Picture Herald, Rockefeller Center, New York 20.

enough story of a boy and his dog, but when the dog is found poisoned, the story turns into a canne mystery "who-din-it." However, it was different, and as a second feature will please well. Played Wednesday, Thursday, December 17, 18.—Lew Young, Norgan Theatre, Palmerston, Ont., Canada.

TALL TARGET, THE: Dick Powell, Paula Raymond If you like to ride on a train, this is it. Taint a bad picture for the kind. Good acting. Played Tuesday, Wednesday, December 16, 17. Paul C. Merryman, Lyric Theatre, Covington, Ind.

## Monogram

FLAT TOP: Sterling Hayden, Richard Carlson-Very good picture. This was taken on the U.S.S. Princeton, Navy aircraft carrier, and it is very well made. Give it your best playing time. It shows the need of discipline in time of war, regardless of an o.cer's personal feelings. In the past few months it has looked like the small companies are the ones that are going to keep the exhibitors in business. They are making good pictures and selling them right. They are not saying they want a certain amount and then after you play the picture, saying "This is the least we will take, regardless of whether you've made a dime or not." Maybe the larger companies think they can make more money with closed theatre, rather than to go along and try and keep the doors open. More power to men like Steve Broidy. If you know him personally, you will know why Monogram and Allied Artists are getting on top. I say to all exhibitors, get behind a company like this and give them all the playdates you can. Yes, they have had to sell some pictures to TV to stay out of the red-only because you did not support them. If they ask for a couple of bucks more for a picture that you already have under contract, don't be afraid to give it to them. It is not like some companies that ask you 40% for a picture, then it takes a nose dive and they get real bug hearted and give you a 5% reduction. Played Sunday, Monday, Tuesday, January 4, 5, 6-E. J. Pennell, New Bronson Theatre, Bronson, Mich.

## Paramount

CARRIE: Jennifer Jones, Laurence Olivier—A fine motion picture that was thoroughly enjoyed by the few who ventured out to see it. Extra advertising didu't help any; this type of picture just doesn't go over in this small town. Played Wednesday, Thurs-day, December 17, 18—Frank Chamrod, West Theatre, George West, Texas.

DENVER AND RIO GRANDE: This picture has beautiful color and has as much action as a western, although the story is about the building of a railroad. Comments and draw a good average. Weather cold, Small town patronage. Played on Sunday and Monday—L. Brazil, Jr., New Theatre, Bearden, Ark.

HURRICANE SMITH: Yvonne De Carlo, John Ireland All the advertising on this made the picture look like any average screen tare, so we didn't expect much from it. However, it proved to be a very good picture; our patrons loved it; business was above average and we are still surprised about it all. Played Sunday, Monday, January 4, S.—Frank Chamrod, West Theatre, George West, Texas.

SON OF PALEFACE: Bob Hope, Jane Russell, Roy Rogers—Hope and Russell do not draw much here, so Roy Rogers must have had something to do with the tremendous business we did. This picture gave us our best Sunday-Monday gross in two months, and I don't believe anyone was disappointed in the picture, judging from the roars of laughter

from the audience. Played Sunday, Monday, December 14, 15.—Frank Chamrod, West Theatre, George West, Texas.

## RKO-Radio

BIG SKY, THE: Kirk Douglas, Elizabeth Threatt— A he-man picture about the early trappers. Good average draw here, but believe picture would have done better in color. Weather cold. Small town patronage. Played on Sunday and Monday.—L. Brazil, Jr., New Theatre, Beardeu, Ark.

BIG SKY, THE: Kirk Douglas, Elizabeth Threatt— This is a good picture, and considering present box o. ce ills, did a nice business for me. Can heartily recommend it. Played Thursday, Friday, Novembet 6, 7.—Henry Suarks, Sparks-Grand Theatres, Cooper,

HUNCHBACK OF NOTRE DAME: Charles Laughton, Maureen O'Sullivan—We double billed this reissue with "Cat People" (RKO), and of the two "Hunchback" is the finer picture. Guess it is not what small town audiences are looking for. Yet I thought the first named film one of the best reissues. I have seen. Obviously my patrons don't agree, Played Monday, Tuesday, January S. 6.—Lew Young, Norgan Theatre, Palmerston, Ont., Canada.

## Republic

TOUGHEST MAN IN ARIZONA: Vaughn Monroe, Joan Leslie—If you are looking for a western that's above average, play this one. Played Thursday, Fri-day, November 20, 21.—Henry Sparks, Sparks-Grand Theatre, Cooper, Texas.

## Twentieth Century-Fox

BELLES ON THEIR TOES: Jeanne Crain, Myrna Loy, Debra Paget—If you don't play this one, you are going to miss the jingle of bells in your box office. A swell picture—better than average business in this small town. Played Sunday, Monday, Tuesday, December 28, 29, 30.—Francis Gill, Paonia Theatre, Paonia, Colo.

BLOODHOUNDS OF BROADWAY: Mitzi Gaynor Scott Brady—Picked this for a Christmas picture, and was I lucky—it's the kind that will please 99% of your andience. Played Thursday, Friday, Decem-ber 25, 26—Henry Sparks, Sparks-Grand Theatres,

DON'T BOTHER TO KNOCK: Richard Widmark, Marilyn Monroe—Another one with a title to draw them in. The picture doesn't back it up-it's just ordinary. Played Tucesday, Wednesday, November 18, 19—Henry Sparks, Sparks Grand Theatres, Cooper, Tewayard

DREAM BOAT: Clifton Webb, Ginger Rogers—A very funny comedy which pokes fun at TV, so if you have it in your area, it should go over very well, at the same time pointing out to patrons the difference in quality of entertainment between the two mediums. Business good. Double billed with "Cattletown" (WB), which has Dennis Morgan's name and plenty of action for weekend playing. Played Friday, Saturday, January 2, 3.—Lew Young, Norgan Theatre, Palmerston, Out., Canada.

NO HIGHWAY IN THE SKY: James Stewa-Marlene Dietrich—A good story, well handled J James Stewart. Did average business in this sm: (Continued on opposite page)

(Continued from preceding page)

town. Played Friday, Saturday, January 2, 3.-Francis Gill, Paonia Theatre, Paonia, Colo.

RETURN OF THE TEXAN: Dale Robertson, Joanne Dru-Very good outdoor picture. Walter Brennan is outstanding in this picture. Give it your best playing time. Did average business, but we had one of our first cold snaps which kept some away. You can't go wrong on this one. Played Sunday, Monday, December 14, 15.—James Hardy, Shoals Theatre, Shoals, Ind.

## United Artists

AFRICAN QUEEN: Humphrey Bogart, Katharine Hepburn—Played this late but did nice business the first two days; fell down on the last day and gross was not as good as expected. It is a fine production though, fine scenery, beautiful Technicolor and good acting. Rural patronage; population 2500. Played Wednesday, Thursday, Friday, December 10, 11, 12—Lee Bell, Mulkey Theatre, Clarendon, Texas.

HIGH NOON: Gary Cooper, Grace Kelly—Very good. Holds our record on attendance and comments were good. Played Sunday, Monday, September 28, 29, R. Kelley, The Rel Air Drive-In Theatre, Osgood, Indian.

WHEN I GROW UP: Bobby Driscoll—The best family picture I have played in a long time and Bobby Driscoll was tops in his part. Business good and everybody happy. This picture will stand up with better playing time than I gave it Rural patronage; population 2500. Played Tuesday (Bargain Day), December 9.—Lee Bell, Mulkey Theatre, Clarendon, Texas.

## Universal

PONZO GOES TO COLLEGE: Edmund Gwenn, Maureen O'Sullivan—Good comedy and good business. Will please most any audience. Played Sunday, Monday, November 30, December 1.—Henry Sparks, Sparks-Grand Theatres, Cooper, Texas.

HORIZONS WEST: Robert Ryan, Julia Adams—Not up to Universal's standard of westerns—just a program picture allocated in a high bracket. Played Sunday, Monday, November 9, 10.—Henry Sparks, Sparks-Grand Theatres, Cooper, Texas.

LOST IN ALASKA: Bud Abbott, Lou Costello, Mitzie Green—The poorest A. & C. ever—another like this and they are finished. I did average business for the dates, but I would recommend using it only on Saturday or bargain night. Rural patronage; population 2500. Played Friday. Saturday. December 19, 20.—Lee Bell, Mulkey Theatre, Clarendon, Texas.

WILLIE AND JOE BACK AT THE FRONT: Tom Ewell, Harvey Lembeck-Good war comedy and business was above average. Played Thursday, Friday, November 27, 28.—Henry Sparks, Sparks-Grand Theatres, Cooper, Texas.

## Warner Bros.

ABOUT FACE: Gordon MacRae, Eddie Bracken—Could this perchance be a remake of the Warner comedy "Brother Rat"? It is now in Technicolor with some songs and dances added, and judging by our audience's reaction, they enjoyed it. Business slightly above average. It remains in my book, however, as a big slice of corn in Technicolor. Played Wednesday, Thursday, January 7, 8—Lew Young, Norgan Theatre, Palmerston, Ont., Canada.

SHE'S WORKING HER WAY THROUGH COL-LEGE: Virginia Mayo, Ronald Reagan—Didn't draw too well. They make these musicals too far-fetched. No complaints about it though, and the "drunk" scene was a bit of fine acting, at least I assume it was acting. This was one of those weekends where we just broke even. Played Sunday, Monday, January II, 12.—Marcella Smith, Vinton Theatre, McArthur, Ohio.

SPRINGFIELD RIFLE: Gary Cooper, Phyllis Thaxter—Don't expect too much when you play this. It was a disappointment here, both in quality and box o..ce. Played Thursday, Friday, December II, 12.—Henry Sparks, Sparks-Grand Theatres, Cooper, Texas.

WAIT 'TIL THE SUN SHINES, NELLIE: Jean Peters, Hugh Marlowe—This was one of the worst nights we've ever had—snow, cold, sleet and ice—but still this picture brought them in. People loved it and said they wished we would have more of the same. I think it would do well in any small community, and I highly recommend it. Played Wednesday, January 7.—Marcella Smith, Vinton Theatre, McArthur, Ohio.

WINNING TEAM, THE: Doris Day, Ronald Reagan—From the trailer, I didn't expect too much from this picture, but I was pleasantly surprised. Although not as good as "The Stratton Story," it did have enough interest in its plot to satisfy the non-baseball fans in the audience (mostly ladies). All comments good; business above average. Played Wednesday, Thursday, December 31, January I.—Lew Young, Norgan Theatre, Palmerston, Ont., Canada.

## Short Product in First Run Houses

NEW YORK-Week of Jan. 19 MUSIC HALL: Hunter's Maliday ... Columbia

ASTOR: Rossie Scotland

Feature:					
CAPITO					
Don't G Over th					
Feature:	Androcl	es and	the L	ion	RKO

CRITERION: Color Rhapsodies....Nemeth
Feature: Hans Christian Andersen RKO
GLOBE: Picnic with Papa.....20th-Fox
Junior Jive Bambers.....Warners
Sporting Courage Warners

Feature: Ruby Gentry ... 20th-Fox

PARAMOUNT: Fiesta for Sports ... Warners

Mice Capades ... Paramount

Feature: Jazz Singer ... Warners

MUSIC HALL: Hunter's Holiday ... Columbia

## CHICAGO-Week of Jan. 19

CARNEGIE: Open We That Golden	Gate Warners
Fool Coverage	
Feature: Spider and the Fly	Lippert
CHICAGO: Flag of Mamonity	.Warners

Feature: The Four Poster Columbia

SURF: Fantasy on London Life... Fine Arts
Spook Sports ...... Nemeth
Feature: The Promoter Universal

Feature: The Promoter Universal
UNITED ARTISTS: Snow Business... Warners
Feature: Thunderbirds Republic
Feature: Ride the Man Down Republic

WOODS: Golden Gloves Across the Sea

Drake
Feature: Limelight United Artists

## Dale Tysinger Holds Local Plant Parties

Dale Tysinger, manager of Shea's theatres in Ashtabula, Ohio, held two local "plant parties" in December, one for the employees and families of the Electro Metallurgical Co., a division of Union Carbide and Chemical Corp., and the second for the employees and friends of National Distillers Chemical Co. Each company bought all tickets and gave presents to their guests. Another tieup which we admire was with the Nescafe people, who provided Nescafe instant coffee for all patrons of the theatre, through the holiday season.

## We Swore We'd Never Use Another Picture

—Of another guy wearing a monkey suit, as advertising for "King Kong"—but Robert C. Osborne, manager of the Ritz theatre, Jersey City, really has us over the barrel, for he sends in a photo of his head usher, disguised as "King Kong," and himself, holding the creature at bay, with a high-powered rifle. He says, "The guy holding the gun is the Mgr." and that's why we break down. We always print the picture of the manager, whenever possible, and this is going to be possible, on an upcoming picture page. He also distributed a good herald, and reports, "mission successful"—from door to door!

Mrs. Elaine George Is Honored In Heppner

Mrs. Elaine George, owner-manager of the Star theatre, Heppner, Oregon (population, 1000) sends us tear sheets from the Heppner Gazette Times, published every Thursday, with her picture, receiving a prize of \$50 from Joe Warren, Metro field man out of Portland, as a winner in MGM's "Promotion of the Month" contest in the recent advertising of "When in Rome." We like the fact that a small situation has a chance to win, and does. We like the fact that Heppner people and a Heppner newspaper praises a local theatre manager and says, with pride, "The contest was nation wide." That makes it something for all of us to be proud of, including Metro-Goldwyn-Mayer, for it brings showmanship into focus, down to the grass roots, and up from the local level.

John Falco, Beloit, Hits High Grosses

John Falco, manager of Standard's Majestic theatre, Beloit, Wisc., exploited 'Stars and Stripes Forever" up to the hilt, and hit the highest grosses they've had in that town for two years. He invited all the band teachers, leaders and members in the local high school music department. The biggest thing to come out of the promotion was a special supplement to the tabloid Beloit Daily News devoted to Sousa and the nostalgic quality of the motion picture, coupled with the fact that many local people had personal history records with Sousa band organizations. Naturally, since Sousa is the patron saint of all high school bands. the local schools were wholeheartedly on the side of "Stars and Stripes Forever,"

Buys New York State House

Jules Permutter, of Albany, N. Y., is operating the Warren, formerly the Fairyland, in Warrensburg, N. Y., after taking it over from Phil Baroudi, of the Northwood, North Creek, N. Y., and modernizing the 300-seat theatre. He has appointed Jerry La Rocque as Warren manager.

## INDEPENDENT FILM BUYERS REPORT ON PERFORMANCE

Film buyers of independent circuits in the U.S. rate current product on the basis of its performance in their theatres. This report covers 120 attractions, 5,314 playdates.

Titles run alphabetically. Numerals refer to the number of engagements on each attraction reported. The tabulation is cumulative. Dagger (†) denotes attractions published for the first time. Asterisk (\*) indicates attractions which are listed for the last time.

Ex means Excellent; AA—Above Average; AV—Average; BA—Below Average; PR—Poor.

## THE FILM BUYERS RATING

			-		
	EX	AA	AV	BA	PR
Abbott & Costello Meet Captain Kidd (WB)	-	-	13	-	-
(Above and Beyond (MGM)	com.	6	2	_	-
Affair in Trinidad (Col.)	8	12	20	16	8
†Against All Flags (Univ.)	-	3	5	5	-
Apache War Smoke (MGM)	-	5	7	4	2
†April in Paris (Col.)	4	5	1	-	dolps
Assignment—Paris (Col.)	-	-	4	5	***
Battle Zone (AA)	-	3	5	1	-
Because of You (Univ.)	6	27	16	4	- 1
Because You're Mine (MGM)	_	11	21	25	5
Beware, My Lovely (RKO)	_	1	-	3	4
Big Jim McLain (WB)	4	30	44	19	4
Big Sky, The (RKO)	-	27	37	12	- 1
Black Castle, The (Univ.)	-	-	2	3	- 1
Blackbeard, the Pirate (RKO)	_	2	4	-	-
Blazing Forest (Para.)	-	2	6	6	3
Bloodhounds of Broadway (20th-Fox)	-	-		10	
Bonzo Goes to College (Univ.)  *Brigand, The (Col.)	_	11	43	5	5
	1	6	18	18	2
California Conquest (Col.) Captain Pirate (Col.)	1	-	2	6	14
Caribbean (Para.)	_	4	20	26	7
Carrie (Para.)	_	-	15	25	20
Cattle Town (WB)	_	-	3	3	3
Crimson Pirate (WB)	1	21	42	16	5
Cripple Creek (Col.)	1	8	22	8	2
Devil Makes Three, The (MGM)			14	11	2
*Diplomatic Courier (20th-Fox)	1	3	16	32	18
Don't Bother to Knock (20th-Fox)	1	9	35	25	2
Dreamboat (20th-Fox)	i	13	30	28	19
Duel at Silver Creek (Univ.)	2	12	33	9	3
- 10 1			-		
Encore (Para.)	_	1	3	1	2
Everything I Have Is Yours (MGM)	1	14	35	16	
Fearless Fagan (MGM)	-	8	20	20	18
Feudin' Fools (Mono.)	2	11	3	2	2
Flat Top (AA)	- 1	9	5	1	-
Francis Goes to West Point (Univ.)	17	44	24	7	12
Golden Hawk, The (Col.)	_	7	14	13	3
Greatest Show on Earth, The (Para.)	66	22	4	-	1
		10			2
Hangman's Knot (Col.)	4	12	6	3	2
Happy Time, The (Col.)	2	30	46	10	2
Has Anybody Seen My Gal? (Univ.)	-	3	8	8	3
Hellgate (Lippert)	9	35	21	6	-
High Noon (UA) Holiday for Sinners (MGM)	-	33	1	3	2
Horizons West (Univ.)	_	5	9	5	7
Hour of 13, The (MGM)	_	5	i	i	-
Hurricane Smith (Para.)	-	ī	23	16	2
71 (14/8)	4	1.4	20	4	
Iron Mistress, The [WB]	4	16	29	4	-
Island of Desire (UA)	-	19	34	7	4
If Grows on Trees (Univ.)	9	1	2	16	4
Ivanhoe (MGM)	9	1	20	12	11
Ivory Hunter (Univ.)		6	28	12	11

	EX	AA	AV	BA	PR
Jumping Jacks (Para.)	37	33	12	12	2
Jungle, The (Lippert) Just for You (Para.)	5	21	29	8	2
*Kangaroo (20th-Fox)	1	2	36	29	24
Lady in the Iron Mask (20th-Fox) Les Miserables (20th-Fox)	-	2	3	6	3 2
Lost in Alaska (Univ.)	2	24	43	12	5
Lovely to Look At (MGM) Lure of the Wilderness (20th-Fox) Lusty Men (RKO)	31	46 34 13	24 23 26	22 14 5	3
Merry Widow, The (MGM)	4	15	36	31	4
Million Dollar Mermaid (MGM) Miracle of Fatima, The (WB)	2	15	6	_	ī
Monkey Business (20th-Fox) Montana Belle (RKO)	2	37	25 8	12	6
My Man and I (MGM)	_	_	10	5	11
My Pal Gus (20th-Fox) My Wife's Best Friend (20th-Fox)	2	5	6	14	2
Night Without Sleep (20th-Fox)	_	_	_	3	2
O. Henry's Full House (20th-Fox)	-	4	14	23	1
One Minute to Zero (RKO) Operation Secret (WB)	5	52	18	5	2
Operation Secret (WB) Outcast of the Islands (UA)	-	3	8	7	2
Paula (Col.)	nu.	3	17	17	10
Plymouth Adventure (MGM)	3	16	17	13	-3
Pony Soldier (20th-Fox) Prisoner of Zenda (MGM)	-	12	7	9	1
Quiet Man, The (Rep.) Quo Vadis (MGM)	15 38	30 32	14	9	1
Raiders, The (Univ.)	1	1	6	9	2
Rainbow 'Round My Shoulder (Col.) Ride the Man Down (Rep.)	_	4	17	9	4
†Road to Bali (Para.) Rose Bowl Story, The (Mono.)	12	1	21	- 8	11
*Sally and Saint Anne (Univ.)	_	2	24	16	17
Savage, The (Para.)	6	5	17	7	2
Snows of Kilimanjaro (20th-Fox) Somebody Loves Me (Para.)	10	20	31	2	5
Something for the Birds (20th-Fox) Son of Ali Baba (Univ.)	-	1	-	9	14
Son of Ali Baba (Univ.) Son of Paleface (Para.)	28	9 27	19	12	8
Springfield Rifle (WB)	4	22	43	3	5
Springfield Rifle (WB) Stars and Stripes Forever (20th-Fox) Steel Trap (20th-Fox)	6	14	2 5	6	4
Story of Robin Hood (RKO)	6	30	27	12	5
Story of Will Rogers, The (WB) Sudden Fear (RKO)	31	44	18	26	9
Thief, The (UA)	200	3	7	6	8
Thunderbirds (Rep.)	1	5	12	3 5	2
Thunderbirds (Rep.) Toughest Man in Arizona (Rep.) Turning Point, The (Para.)	-	-	12	6	2
Untamed Frontier (Univ.)	-	1.1	28	24	6
Wac from Walla Walla (Rep.)	-	9	7	3	1
*Wagons West (Mono.) Wait 'Till the Sun Shines, Nellie (20th-Fox)	2	7	15	7 28	23
*Walk East on Beacon (Col.)	2	8	11	13	6
*Washington Story (MGM) Way of a Gaucho (20th-Fox)	PO	_	6	22	33
*We're Not Married (20th-Fox)	4	23	28	27	7
What Price Glory (20th-Fox) Where's Charley? (WB)	-	16	39	34	13
Wild Heart, The (RKO)	2	3	14	35 7	31
Wild Heart, The (RKO) Willie and Joe Back at the Front (Univ.)	-	8	28	16	7
World in His Arms, The (Univ.)	3	30	20 39	7	3
Yankee Buccaneer (Univ.)	_	8	14	10	4
You for Me (MGM)	-	f	7	22	8

# The Product Digest

## Niagara

## 20th-Fox-Melodrama and Infidelity

This picture should bring in good box office This picture should bring in good box office returns, for it has much to work with in merchandising and appeal. Marilyn Mouroe is cast as a faithless wife, with the camera fixing its gaze lingeringly on her figure. A blazing red dress she wears provocatively is made more vivid by Technicolor. A good acting job is turned in by Joseph Cotten as the confused but recriminating husband. And finally the locale of the story is Niagara Falls, which makes for some interesting background material.

ot the story is Niagara Falls, which makes for some interesting background material.

On the Canadian side of Niagara Falls Miss Monroe seems to be vacationing with Cotten at a tourist cabiu. Cotten is a disturbed, brooding sort of person and gradually it evolves that the reason for this is his mistrust of his wife. The mistrust is well founded for Miss Monroe plots with a lover to do Cotten in. From this point on a lot of melodramatic events start taking place. a lot of melodramatic events start taking place. Some of them strain for effect but arouse excitement

Instead of being killed, Cotten reverses the order and murders his would-be murderer at the base of the falls. Learning of this unexpected turn of events Miss Monroe goes into a terror-stricken flight and Cotten presses after her in relentless chase.

Weaving in and out of the story are incidents concerning lean Peters and Casey Adams, a young married couple also vacation-bent at the falls. Inevitably they are involved.

Cotten finally catches up with his wayward wife and strangles her. What follows is a desperate attempt to escape from the police, who are closing in. In a wild grab at freedom Cotten appropriates a motor boat and races toward the other shore. Unfortunately Miss Peters is in the boat and the ride she gets is not a comfortable one. The boat runs out of gas and heads toward the rapids and suredeath. The script devised by Charles Brackett, Walter Reisch and Richard Breen, draws as much suspense as it can out of this situation, much suspense as it can out of this situation, and then has a helicopter rescue Miss Peters as Cotten whirls to his doom. Charles Brackett produced and Henry Hath-

away directed.

Seen at the home office projection room, Re-Rating: Very Good. -MANDEL

HERBSTMAN.
Release date, February, 1953. Running time, 89 minutes. PCA No. 15990. Adult audience classification.
Rose Loomis. Marilyn Monroe George Loomis. Joseph Cotten Polly Cutler. Joseph Cotten Polly Cutler. Joseph Cotten Son, Lurene Turtle, Russell Collins, Will Wright. Lester Matthews Carleton Young Sean McClory, Minerya Urecal. J. Varela, Tom Reynolds, Winfield Hoeny

## She's Back on Broadway Warner Bros .- Backstage Musical

Virginia Mayo, of the angel face and pro-vocative eyes and figure, is teamed once again with Gene Nelson of "She's Working Her Way

Through College" for some spritely on-stage business in "She's Back on Broadway." It's a handsomely mounted, backstage story, filmed in effective WarnerColor and featuring snatches of a dozen old songs as well as several lavish production numbers built around bright new tunes by Bob Hilliard and Carl Sigman.

The story, however, of a glamorous movie star, a "has-been" at the age of 27 who tries star, a "has-been at the age of 27 who tries to recoup her fortunes with a Broadway success, is weighted down with an inordinate amount of plot dialogue ("Please let me explain..." "You don't have to explain...") plain. . . ""You don't have to explain. . .") for what should be a zippy comedy. Nevertheless, Miss Mayo is always appealing as the star, both on and off stage. Her romantic vis-a-vis is Steve Cochran, the show's director whom she left six years before when she went on to brief Hollywood glory.

The entire action takes place during the time the show-within-the-show is being put together, providing ample opportunity for music and dancing and revealing glimpses into Broadway professional life. A sign of the changing times, perhaps, is the fact that the show-within-theshow is a flop except for the personal success of Miss Mayo who, in a sentimental climax, decides

Miss Mayo who, in a sentimental climax, decides to stick with Broadway and Cochran rather than desert the theatre for the second time.

Unfortunately, the agile and personable Nelson is seen in this plot business not at all, figuring only in the musical numbers. Frank Lovejoy is fine as a harried producer. Like Miss Mayo, voluptuous Patrice Wymore does well in double duty: as Cochran's sometime girl friend and as a specialty dancer within the show. Standout tunes, which may be of Hit Parade Standout tunes, which may be of Hit Parade calibre, are "I'll Take You As You Are" and "Breakfast in Bed," the latter a breezy novelty sold in a solid style by Miss Mayo.

Henry Blanke produced and Gordon Douglas directed from a script by Orin Jannings. Exhibitors undoubtedly have an exploitable item in "She's Back on Broadway."

Seen at Warner Brothers' projection room in New York. Reviewer's Rating: Good—Vincent Conn.

Nea York. Reviewer's Rating: Good.—Vin-tent Canby.
Release date March 14, 1953. Running time, 95 min-ates PCA No. 16035. General andience classification.
Catherine Terris.—Virginia Mayor Gordon Evans.—Gene Nelson John Webber.—Prank Lovejoy Rick Sommers.—Steve Cochran, Partice Wymore. Virginia Gibson, Larry Keating. Paul Piceriu. Ned Young, Jacqueline de Wit, Condos & Brandow, Douglas Spencer, Mabel Albertson, Lenny Sherman, Cliff Ferre, Ray Kyle, Sy Melano.

## Jeopardy

MGM-Chance and Consequence

A twist of circumstance is built up into a novel screen treatment in "Jeopardy." At times the story reaches farther for effect than plausi-

> SHOWMEN'S REVIEWS ADVANCE SYNOPSES SHORT SUBJECTS THE RELEASE CHART

bility permits, but in general it makes diverting entertainment. Best of all, it is well paced and full of outdoor action.

The story starts as a family goes off on a acation trip by car from California to Mexico. Barbara Stanwyck is the wife, Barry Sullivan the husband, and Lee Aaker their young son. The idea of leisurely camping on some far off beach away from the cares of civilization is a beguiling one. Once at their destination, how-ever, fate intercedes malevolently. Sullivan's leg is pinned under a huge log while trying to rescue his son, who strayed off on an abandoned jetty. Efforts to liberate Sullivan are unavailrising and grow into a desperate race against a rising tide which threatens to engulf him.

Miss Stanwyck frantically hops into the car and rides back over the desolate miles to seek

Of all things, she falls into the toils of a psychopathic killer.

The screenplay by Mel Dinelli thus builds up two-fold suspense: Miss Stanwyck as the captive of the killer and Sullivan as the captive of the rising tide. A stroke of ingenuity by Miss Stanwyck finally leads to a happy solution. John Sturges directed and Sol Baer Fielding produced. Fielding produced.

In the role of the killer Ralph Meeker turns

In the role of the killer Ralph Meeker turns in a vigorous and outstanding performance.

Seen at the home office projection room, Reviewer's Rating: Good.—M. H.

Release date, February, 1953. Running time, 69 minutes PCA No, 16100. General audience classification. Helen Stilwin. Barbara Stanwyck Dong Stilwin. Barry Sullivan Lawson. Ralph Meeker Bobby Stilwin. Lee Aaker

## Treasure of the Golden Condor

20th-Fox-Adventure in Color

An adventure story in color by Technicolor is offered in this brisk production and audiences who wish to escape from the cares of every day life should find it very enjoyable. Wrapped up in this Jules Buck production is a tempestous romance, a son seeking to regain his rightful title, fisticuffs, a treasure hunt into Guatemala, a picturesque, philosophical Scotsman and addedingredients which lift it above others of its type. In the feature roles are Cornel Wilde, as the son seeking to redeem his name and title; Constance Smith, the beautiful woman he finally teams with, and Finlay Currie as the adventurous Scotsman, who turns in an excellent An adventure story in color by Technicolor

turous Scotsman, who turns in an excellent characterization.

characterization.

The story really gets rolling when Wilde rebels against his bondage to his uncle, the Marquis de St. Malo, played by George Macready, by seeking a hidden treasure in the far-off Mayan hills of Guatemala. In the background is the fact that Wilde is the rightful heir to his uncle's title and lands, and he goes on this adventure to win his fortune and claim. Although there are a number of incredible incidents in time and place, the events are so entrained on following page).

grossing on the whole that the picture wins acceptance. The fortune is found and Wilde returns and wins his claim, only to return to the returns and wins its claim, only to return to the hills to join Constance Smith and her father, the philosophical Scotsman who has found peace away from civilization. Delmer Daves directed and wrote the screen-

play, which was based on a novel by Edison Marshall

Seen at the home affice projection room.
Reviewer's Rating: Good.
Release date, February, 1953. Running time, 9:
minutes. Pt A No. 1599. General audience classifica-

Clara
Clara
Cornel Wible
Constance Smith
Mas Dongal
Finlay Currie
Pierre
Marie
Marie
Marie
Marie
Marie
Marie
Mancready
Fay Wray, Leo G. Carroll, Konstantin Shayne, Louis Henninger, Tudor Owen, Gil
Donaldson, Ken Herman, Bobby Blake, Jerry Hunter,
Wende Weil, Ray Beltram, Alphonse Martell, Edna
Holland, Harry Cording, Craice Whitley, Izonald Law
ion, Robert Filmer, Camillo Guercio, House Peters,
St., John Parrish, Margaret Brayton

FOREIGN PEYPERS

## THE LITTLE WORLD OF DON CAMILLO

I.F.E .- Italian with English subtitles

The spirited rivalry between a village priest The spirited rivalry between a village priest and a Communist mayor in a hamlet on the Po, related felicitously in the popular novel of the same name by Giovanni Guareschi, has been transferred robustly to the screen in this Italian importation. Despite the vigorous clashes between the two symbols which the protagonists typify—the cross and the hammer and sickle—there is a striven-for undercurrent of warmth and geniality throughout.

Fernandel, in a deliciously sly and humorous

Fernandel, in a deliciously sly and humorous portrayal of the bumptions priest, does much to lift the picture into the superior category. When not poised archly against Gino Cervi, the mayor not possed archy against Gibo Cervi, the mayor and a wartime comrade-in-arms, he is doing such sundry chores as ministering to the spirit-ual needs of the village people, resolving the near-tragedy of two young lovers caught up in a family feud, and looking after moral values in a struggle between the farm owners and workers. The screenilay by Julien Duvivier in a struggle between the farm owners and workers. The screenplay by Julien Duvivier and Rene Barjavel gets most of its momentum from the overriding contest between the two men over who shall get the recreation center built first and better for the people.

The consistent factionalism does not lead to any real grimness of mood in the picture, for its underlying theme is that both men have the same goal—a desire to make people happy. The thesis, of course, may incense many who may think beyond this surface frivolity, and see no warmth or humor in a protagonist of Com-

Rizzoli-Amato production, it was directed

ov Julien Duvivier, Seen at the Bijou theatre in New York, Re-viewer's Rating: Very Good.—M. H. Release date, January 13, 1983. Running time, 10) Don Canullo.

Peppone

Pernandel
Sylvio, Vera Talom, Franco Interlement, Charles Vissieres, Luciano Manara, Armando Migliari

### OF LOVE AND BANDITS

1.F.E .- Italian with English subtitles

The Italian imports have been coming at a quick and qualitative rate recently. However, "Of Love and Bandits" brings the law of averages into focus. It's not a bad little picture, but the competition serves to point up its conven-

tional and confrived story.

The story tells of an adventurous young Italian, in the Napoleonic era, who escapes from military service by posing as a friar. He becomes head of a band of guerrillas and fights the French so successfully he gets the legendary of the first production of the production o the French so successfully he gets the legendary title of Fra Diavolo. His worst enemy, however, proves to be one of his cohorts who not only wishes to be in command but is desirous of marrying Fra Diavolo's lady love. The plot backfires and there's a storybook finale with the hero getting the girl, a royal title and the blessings of the King.

There are two or three other subplots woven

into the narrative, permitting the film to be crammed full of the stock ingredients of historical romance

Amedeo Nazzari portrays Fra Diavolo and all the masculine fire expected in such a role and Maria Mauban plays his attractive sweetheart. The rest of the cast are stock military, bistorical and royal characters. Mario Soldati Amedeo Nazzari portrays Fra Diavolo with historical and royal characters. Mario Soldati directed from a script he collaborated on with Pierre Lestringuez, Vittorio Nino Novarese and Nicola Manzari.

Seen at the Cinema Verdi theatre in New

Scen at the Cinema Verdi theatre in New York, Reviewer's Rating; Fair.— Jay Remer. Release date, January, 1953. Ruming time, 98 minutes. General audience classification. Michele Pezza (Fra Diavolo).— Amedea Nazzari Marietta — Maria Mauban General Hugo.— Jean Chevrier Jacqueline Pierreux, Nando Bruno, Guido Celano, Ada Dondin, Guiseppe Porelli, Paolo Stoppa, Virgilo Riento, Enrico Viarisio

## **ADVANCE SYNOPSES**

NEVER LET ME GO (Metro-Goldwyn-Mayer)

PRODUCER: Clarence Brown. DIREC-TOR: Delmer Daves. PLAYERS: Clark Gable Gene Tierney.

DRAMA. Clark Gable is an American news-paper correspondent in Moscow in 1945. There he meets Gene Tierney, a Russian ballet dancer. They fall in love, get married and go on their honeymoon where they meet Miss Tierney's best friend and her British husband. The latter is noncymoon where they meet Miss Tierney's best friend and her British lusband. The latter is asked to return to England leaving his wife behind and some time later, Gable is also to return to New York. Gable goes to London where he visits his friend and the two of them devise a plan to get the girls out of Russia. After some close brushes with the police, they finally leave the Iron Curtain behind them.

### ABBOTT & COSTELLO GO TO MARS (Universal-International)

PRODUCER: Howard Christie. DIREC-TOR: Charles Lamont. PLAYERS: Bud Abbott, Lou Costello.

Abbott, Lou Costello.

COMEDY. Abbott and Costello accidentally get into a laboratory where a rocket ship is being made ready for a trip into space. By chance, they're both in the ship when Costello pushes the starter and before they know it, they're in Louisiana during the Mardi Gras. They become involved with two escaped convicts who force them to take off again. This time they land on the planet Venus, which is occupied only by women. After some misadventures, the four are forced to leave, with ventures, the four are forced to leave, with Abbott and Costello becoming big heroes when they return to earth.

### GUERRILLA GIRL (United Artists)

PRODUCER-DIRECTOR: John Christian. PLAYERS: Helmut Dantine, Marianna.

DRAMA. A story of the turmoil in Greece during and after the Nazi occupation, "Guerrilla Girl" tells of Helmut Dantine who is a high officer in Greek Intelligence posing as a German officer. Through the underground move-German officer. Through the underground move-ment, he is being taken to Egypt. In the underment, he is being taken to Egypt. In the underground he meets Marianna posing as a gypsy girl in order to help in the resistance movement. They promise to find each other after the war. When the war does end, Greece is still not at peace for a revolution is being planned. The guerrillas head the revolutionary forces who want to destroy all people' standing in the way. Dantine and the girl meet each other again under these difficult circumstances.

### DREAM WIFE (Metro-Goldwyn-Mayer)

PRODUCER: Dore Shary. DIRECTOR: Sidney Sheldon. PLAYERS: Cary Grant, Deborah Kerr, Walter Pidgeon.

COMEDY. On a business trip to the Middle East, Cary Grant becomes enamored of Betta St. John, the daughter of a Persian Khan. On his return to New York, Grant breaks off his engagement to Deborah Kerr who works for

the State Department. He finds her too independent and prefers Miss St. John who has been trained to be a dream wife—to cater to man and be his obedient slave. When the Persian Princess arrives in the U.S., Miss Kerr is assigned to be their chaperone. However, Miss St. John learns what it's like to have been freeden and carres much amount for have her freedom and causes much anguish for

### THE PRESIDENT'S LADY (20th Century-Fox)

PRODUCER: Sol C. Siegel. DIRECTOR: Henry Levin. PLAYERS: Susan Hayward, Charlton Heston.

DRAMA. Based on the best-selling novel y Irving Stone, "The President's Lady" tells by Irving Stone, "The Fresident's Lady" tells the life story of Andrew Jackson from the time he's 24 until his inauguration as President of the United States. Charlton Heston plays Jack-son and Susan Hayward plays his wife, Rachel, who is the center of much brutal gossip.

### JAMAICA RUN (Paramount)

CO-PRODUCERS: William Pine, William Thomas. DIRECTOR: Lewis R Foster. PLAYERS: Ray Milland, Arlene Dahl, Wendell Corey. Technicolor.

DRAMA. Ray Milland, captain-owner of schooner on the Jamaica run, is in love with Arlene Dahl who refuses to marry him because of her feeling of responsibility for her family. She's tried to save their big manor house-plantation, but Patric Knowles tries to swindle tation, but Patric Knowles tries to swindle them out of it. He tries to prove that the house is not really theirs and locates two authentic descendants of the allegedly real owner. Milland and Miss Dahl do some investigating on their own following a murder and some near-acci-

### SEE HOW THEY RUN (Metro-Goldwyn-Mayer)

PRODUCER: Sol Baer Fielding. DIRECTOR: Gerald Mayer. PLAYERS: Dorothy Dandridge, Robert Horton.

DRAMA. This is a story of a third-grade Negro teacher who tries to meet the challenge of a new class in a new school. It is not a message picture; it is simply the story of an II-year-old boy who has more interest in nature than he has in books. And it is his problem that she undertakes. He eventually learns how to be at peace with the world, himself and his

## GUNSMOKE

(Universal-International)

PRODUCER: Aaron Rosenberg. DIREC-TOR: Nathan Juran. PLAYERS: Audie Murphy, Susan Cabot, Paul Kelly. Techni-

WESTERN. Audie Murphy, who has a reputation as gunslinger and hireling of thieves, is hired to get Paul Kelly's ranch away from him by a lustful empire-builder. Instead he him by a lustful empire-builder. Instead he makes a deal with Kelly to work for him. They must round up the cattle in time to pay off a note Kelly owes to Murphy's first employer. There's much skullduggery and changing of sides before the cattle are brought safely through and Murphy and Kelly's daughter find romance

### BATTLE CIRCUS (Metro-Goldwyn-Mayer)

PRODUCER: Pandro S. Berman. DIRECTOR: Richard Brooks. PLAYERS: Humphrey Bogart, June Allyson.

phrey Bogart, June Allyson.

DRAMA. Behind the Korean battle lines, Humphrey Bogart is a doctor in a Mobile Army Surgical Hospital. Into this scene comes June Allyson, an Army nurse. She falls in love with him, but he doesn't seem to be interested in marriage. She learns that he drinks and his superior, Robert Keith, asks her to remain to take the place of whiskey. The love is returned but not before many exciting events occur that keep them apart and later, bring them together again.

THE DESERT RATS (20th Century-Fox)

PRODUCER: Robert L. Jacks. I TOR: Robert Wise. PLAYERS: DIREC-Mason, Robert Newton, Richard Burton.

DRAMA. This is the story of how a brave band of Australian troops held the vital island of Tobruk in North Africa in 1941. The Ger-mans, led by Field Marshal Rommel (James Mason) plan an attack on Tobruk and carry it through. Among those defending the place are Richard Burton, a tough, efficient British offi-cer; Robert Newton, Burton's schoolmaster in Britain, and an assortment of troops

## SHORT SUBJECTS

RAY ANTHONY & ORCH. (Columbia)

Thrills of Music (5953)

Fred Robbins acts as disc jockey while Dee Keating sings "Let's Go Back and Kiss the Boys Goodnight Again," Johnny Desmond sings "I'll Close My Eyes" and the band plays "Funiculi, Finiculi, "Release date: December 25, 1952—10½ minutes

TALE OF TWO MICE (Warner Bros.)

Looney Tune Technicolor Cartoon (9305)

Two mice, with the voices and actions of Abbott and Costello, try to get some cheese from a refrigerator which is guarded by a fieres cat. The chubby mouse is reluctant, but the tall one talks him into doing it. Release date: January 10, 1953

AN INDUSTRIAL LAKE PORT (U-I)

The Earth and Its Peoples (8363)
Lake freighting is a relatively economical means of transportation for heavy cargoes. Buf-falo, a lake port, is a leading city of iron and steel manufacturing, flour milling and machine The film tells about the movement of tooling. ships and cargoes that Tom McKenna, the lighthouse keeper in Buffalo's harbor, sees day

Release date: December 29, 1952 20 minutes

'WAY BACK WHEN (RKO)

Screenliner (34209)

Two old screen melodramas are presented in this short, only this time with the emphasis on laughs. The first, entitled "The Innocent Girl," tells of a frightened country girl who is trapped by another woman in the "big city." After she tells her life story to her captor, the woman relents and releases her. The second, called "The Drunkard's Reformation," tells of a young, drunken father who goes to the theatre and sees a play about a drunkard who ends up. and sees a play about a drunkard who ends up a raving maniac. This cures the hero as he swears off the stuff.

Release date: December 19 195? 8 minutes

TEE FOR TWO (MGM)

Gold Medal Reprint Cartoon in Technicolar (11'403)

Tom tries to have a quiet round of golf, However, he doesn't reckon with Jerry, who turns up unexpectedly on the links and causes

considerable confusion. Kelease date: February 14, 1953

HIS WEDDING SCARE (Columbia)

Comedy Favorites (5433) (Re-release)

When El Brendel gets married, his troubles first begin. In the Pullman on his honeymoon, he gets into the wrong berth and has wife trouble. At the hotel, he gets into the wrong room and has husband trouble. Then his wife's ex-husband arrives on the scene, but a fire breaks out and the first spouse, a fireman, saves El. When El Brendel gets married, his troubles Release date: December 18, 1952 161/2 minutes

FEAST AND FURIOUS (Paramount)

Noveltoon in Technicolor (P12-2

A big cat sets out to feast himself on Finny, the goldfish. The cat gets nowhere in his ef-forts to catch him even though he tempts him torts to catch him even though he tempts him with a worm and some cheese. He tries to boil the water in the goldfish bowl but that trick also backfires. Finally the cat becomes intoxi-cated with wine and Finny winds up in a lovely

pool. Release date: December 26, 1952

LAND OF THE UGLY DUCKLING (MGM)

ick Traveltalk in Technicolor (T414) The Danish countryside where Hans Christian Andersen was born, lived and wrote his famous fairy tales is shown. Most of the action scenes are around the little scaport town of Odenesee. Release date: January 3, 1953 9 minutes

TERMITES FROM MARS (U-I)

Woody Woodpecker Technicolor Cartoon (8321)

A squadron of space ships from Mars containing termites invades the Earth. They land near Woody Woodpecker's house and proceed to devour everything in sight. He can do nothing until he discovers one of the termites caught in some scotch tape. Woody then succeeds in halting the invasion and turns the termites to

Release date: December 8, 1952

JERRY AND JUMBO (MGM)

Tom & Jerry Technicolor Cartoon (H 439) When a baby elephant falls off a circus train, Together, the two of them gged for Tom. Jerry takes him in. make life pretty rugged for Tor Release date: February 21, 1953

SO YOU WANT TO BE A MUSICIAN (Warner Bros.)

McDoakes Comedy (9403)

Because he can't find employment as a bassoonist, Joe McDoakes pawns his instrument. Then a friend gets him a job as a gypsy fiddler in a tea room. However, his inept playing is a musance to the diners. He winds up as a one man band.

Release date: January 10, 1953 10 minutes

SLAP HAPPY HUNTERS (20th-Fox)

Terrytoon in Technicolor (5328) (Re-release)
Gandy the Goose and his bullying friend, the Cat, are on a hunt in some undesignated tropical scene. The birds and animals naturally become alarmed at such a prospect. A small hero is found who undertakes the mission of harassing and repelling the invaders.

Release date: February, 1953. 7 minutes

## THE RELEASE CHART

## Index to Reviews and Advance Synopses, with Ratings

Release dates and running time are furnished as soon as available. Advance dates are tentative and subject to change. Running times are the official times supplied by the distributor.

All page numbers on this chart refer to pages in the PRODUCT DIGEST SECTION of MOTION PICTURE HERALD.

Short Subjects Chart with Synopses Index can be found on pages 1670-1671, issue of January 3, 1953.

Feature Product by Company starts on Page 1653, issue of December 20, 1952.

For exploitation see Managers' Round Table section.

\*Following a title indicates a Box Office Champion.

Picture ratings under National Groups are estimates by leading women's organizations and national review committees; A—Adults (over 18 years), Y—Youth (ages 12 to 18), C—Children (ages 8 to 12). Legion of Decency Ratings: (A-I), Unobjectionable; A-2, Unobjectionable for Adults; B, Objectionable in part; C, Condemned.

(S) before a page number indicates advance synopsis.

RATINGS Herald L. of D. Review
A-I Good
A-2 Good
A-2 Very Good
A-2 Good
B Fair
A-I Good
A-2 Very Good
,
A-I Very Good
B Very Good

				- REVII	EWED -		RATING	5
TITLE-Production Number-Company	Stars	Release Date	Running Time			Nat'l Groups	L. of D.	Herald
Angel Face (312) RKO	Robert Mitchum-Jean Simmons	Feb. 11.'53	90m	Dec. 6	1629		В	Very Good
Angel Street (Brit.) Commercial	Anton Welbrook-Diana Wynyard	Nov. 10,'52	80m	Nov. 15	1607			Fair
Anna (Ital.)	Silvano Mangano-Vittorio Gassmann Jose Ferrer-Kim Hunter	Oct. 12,'52	111m	Aug. 9	1477	AYC	В	Good
Anything Can Happen (5117) Para. Annie Oakley (383) RKO		May, '52 ue) Sept., '52	107m 91m	Mar. 1 Nov. 9,'35	1253	AIC	A-1	Very Good
Apache Country (471) Col.	Gene Autry	May, 52	62m	May 24	1374	AYC	A-I	Good
Apache War Smoke (305) MGM	Gilbert Roland-Glenda Farrell	Oct., 52	67m	Sept. 20	1533	AY	A-2	Good
April in Paris (color) (209) WB	Ray Bolger-Doris Day	Jan. 3, 53	101m	Nov. 15	1605		В	Excellent
Arctic Flight (5210) Mono. Army Bound (5216) Mono.	Wayne Morris-Alan Hale, Jr. Stanley Clements	Oct. 19,'52 Oct. 5,'52	78m 61m	Aug. 2 July 12	(S) 1443		A-1 A-1	Good
Assignment-Paris (507) Col.	Dana Andrews-Marta Toren	Oct.,'52	85m	Sept. 13	1525	AY	A-1	Good
Atomic City, The (5120) Para.	Michael Moore-Nancy Gates	June, 52	85m	Apr. 12	1314	AYC	A-I	Good
BABES in Begded (color) UA	Paulette Goddard-John Boles	Dec. 7,'52	79m	Dec. 20	1646		A-2	Fair
Bachelor and the Bobby-Soxer (385) RKO Bachelor Mother (386) RKO	Cary Grant-Myrna Loy (reissue) Ginger Rogers-David Niven (reissue)	Dec. 5,'52 Dec. 5,'52	95m 82m	June 7,'47 July 1,'39				Excellent
Bachelor Mother (386) RKO Bad and the Beautiful MGM	Lana Turner-Kirk Douglas	Jan., '53	118m	Nov. 22	1613		В	Excellent
Bal Tabarin (5129) Rep.	Muriel Lawrence-William Ching	June 1,'52	84m	June 28	1426		В	Good
Barbed Wire (474) Col.	Gene Autry	July, 52	6lm	July 5	1433	AY	A-1	Good
Battle Circus MGM Battle Zone (5301)	Humphrey Bogart-June Allyson John Hodiak-Linda Christian	Apr., '53 Oct. 26, '52	82m	Jan. 24 Oct. 18	(S) 1694 1565		A-1	Very Good
Beautiful But Dangerous RKO	Jean Simmons-Robert Mitchum	Apr. 1,'53	89m	Nov. I	(5)1591		A-2	very Good
Beauty and the Devil (Fr.) Davis	Gerard Philipe-Michel Simon	Sept. 1,'52	95m	Aug. 30	1510		A-2	Excellent
Because of You (302) Univ.	Loretta Young-Jeff Chandler	Nov., '52	95m	Oct. 11	1558	AY	A-2	Good
Because You're Mine (color) (304) MGM	Mario Lanza-Doretta Morrow	Oct., '52	103m	Sept. 6	1517	AYC	A-I	Excellent
Belles on Their Toes (color) (213)* 20th-Fox Berliner, The (Ger.) Burstyn	Jeanne Crain-Myrna Loy Gert Frobe-Aribert Wascher	May, 52 Oct., 52	89m 80m	Apr. 5 Nov. 1	1305	AYC	A-I	Very Good Fair
Beware, My Lovely (302) RKO	Ida Lupino-Robert Ryan	Sept., '52	77m	Aug. 2	1470	AY	A-2	Good
Big Jim McLain (201) WB	John Wayne-Nancy Olson	Aug. 30, 52	90m	Aug. 30	1509	AY	A-1	Good
Big Sky, The (361) RKO	Kirk Douglas-Elizabeth Threatt	Aug., 52	122m	July 12	1441	AY	A-2	Excellent
Black Castle, The (304) Univ. Black Hills Ambush (5172) Rep.	Stephen McNally-Richard Greene Allan Rocky Lane	Dec., 52 May 20, 52	81m 54m	Oct. 25 June 14	1582	AY	A-2 A-1	Good
Black Swan, The (258) (color) 20th-Fox	Tyrone Power-Maureen O'Hara (reissu			Oct. 17,'42	1377	^1	A-1	Good
Biackbeard, the Pirate (color) (307) RKO	Linda Darnell-Robert Newton	Dec. 25, 52	99m	Dec. 6	1629		В	Good
Blazing Forest, The (color) (5207) Para. Blood on the Moon RKO	John Payne-Susan Morrow	Dec.,'52	90m	Sept. 27	1541	AYC	A-I	Very Good
Blood on the Moon RKO Bloodhounds of Broadway (C)	R. Mitchum-R. Preston (reissue	) Mar. 27, 53						
(236) 20th-Fox	Mitzi Gaynor-Scott Brady	Nov., '52	90m	Nov. I	1589	AY	В	Very Good
Blue Canadian Rockies Col.	Gene Autry-Pat Buttram	Nov., '52	58m	Nov. 22	1614	AYC	A-1	Good
Bonzo Goes to College (232) Univ.	Edmund Gwenn-Maureen O'Sullivan	Sept., '52	80m	Aug. 30	1509	AYC	A-1	Very Good
Brandy for the Parson (Brit.) Mayer-Kingsley Brave Warrior (color) (441) Col.	Kenneth More-Jean Lodge Jon Hall-Christine Larsen	Aug., '52 June, '52	75m 73m	Aug. 30 May 17	1366	AY	A-2 A-1	Good
Breaking the Sound Barrier (Brit.) UA	Ann Todd-Ralph Richardson	Dec. 21,'52	115m	Nov. 15	1605	01	A-1	Excellent
Brigand, The (color) (437) Col.	Anthony Dexter-Jody Lawrence	June, '52	94m	May 31	1383	AY	В	Good
Bronco Buster (color) (219) Univ.	John Lund-Scott Brady	May, 52	80m	Apr. 12	1313	AYC	A-1	Good
Bwana Devil (color) Natural Vision	Barbara Britton-Robert Stack	Not Set	79m	Dec. 13	1637			
CALIFORNIA Conquest (color) (440) Col.	Cornel Wilde-Teresa Wright	July, '52	79m	June 14	1398	AY	A-1	Good
Canyon Ambush (5244) Mono.	Johnny Mack Brown	Oct. 12,'52	53m		(5)1511			Average
Captain Kidd (5210) Lippert	Randolph Scott-C. Laughton (reissue)		89m /	Aug. 5, 45 July 26	1462	AYC		Good
Captain Pirate (color) (431) Col. Captive Woman (306) RKO	Louis Hayward-Patricia Medina Margaret Field-Robert Clarke	Aug., 52 Oct., 52	65m	Oct. 4	1550		8	Fair
Carbine Williams (231) MGM	James Stewart-Wendell Corey	May, 52	101m	Apr. 19	1321	AY		Very Good
Caribbean (C) (5202) Para.	Arlene Dahl-John Payne	Sept., '52	97m	Aug. 2	1469	AY		Very Good Excellent
Carrie (5123) Para.	Jennifer Jones-Laurence Olivier	Aug., 52	118m 87m	June 14 May 3	1397	AYC	_	Very Good
Carson City (color) (123) WB Casque D'Or (Fr.) Discina	Randolph Scott-Lucille Norman Simone Signoret-Claude Dauphin	June 14,'52 Aug. 18,'52	96m	Sept. 6	1517			Good
Castle in the Air (Brit.) Stratford	David Tomlinson-Margaret Rutherford		92m	Jan. 10	1677			Good
Cattle Town (207) WB	Dennis Morgan-Philip Carey	Dec. 6, 52	71m	Nov. 22	1614	AYC	A-1	Good
Chu Chin Chow (5215) Lippert	Anna May Wong (reissue)	Mar. 20, 53	97-	Nov I	(5)1591			
City Beneath the Sea (308) (C) Univ.	Robert Ryan-Mala Powers Barbara Stanwyck-Paul Douglas	Mar., '53 June, '52	87m 105m	Nov. I May 17	1366	A	A-2	Good
Clash by Night (229)* RKO Cleopatra (5208) Para.	Claudette Colbert-H. Wilcoxon (reiss		104m A	ug. 25,'34		4 W		c .
Clouded Yellow, The (Brit.) (509) Col.	Jean Simmons-Trevor Howard	Aug., '52	89m	Oct. 6,'51	1049	AY		Good Vary Good
Clown, The MGM	Red Skelton-Timmy Considine	Jan. 6, 53	92m	Dec. 27 Nov. 29	1662	A		Very Good Excellent
Come Back, Little Sheba (5213) Para.	Burt Lancaster-Shirley Booth	Feb., '53	99m 81m	June 7	1390			Good
Confidence Girl UA Confidentially Connie MGM	Tom Conway-Hillary Brooke Janet Leigh-Van Johnson	June 20,'52 Mar.,'53	71m	Jan. 17	1686			Good
Cow Country (5310)	Edmond O'Brien-Helen Westcott	Apr. 26, 53				AVC	A 1	V C 1
Crimson Pirate (color) (202)* WB	Burt Lancaster-Eva Bartok	Sept. 27, 52	104m	Aug. 30	1509	AYC		Very Good Good
Cripple Creek (color) (442) Col.	George Montgomery-Karin Booth	July, 52	78m 96m	June 28 Jan. 26	1427	~ 1		Excellent
Cry, the Beloved Country (Brit.)  Cupboard Was Bare, The (Fr.)  Hakim	Canada Lee-Sidney Poiter Fernandel-Berthe Bovy	Aug. 22, 52 Nov., 52	82m	Nov. 15	1607			Good
			02	A == 01	1330		С	Good
DANGER Is a Woman (French) Discina	Henry Vidal-Maria Mauban	May, 52	92m 59m	Apr. 26 May 17	1330 (S)1367		A-1	0000
Dead Man's Trail (5243) Mono. Deadline, U.S.A. (215) 20th-Fox	Johnny Mack Brown-Barbara Allen Humphrey Bogart-Ethel Barrymore	Sept. 21,'52 May,'52	87m	Mar. 15	1282	AY		Very Good
Deadline, U.S.A. (215) 20th-Fox Denver and Rio Grande (C) (5115) Para.	Edmond O'Brien-Sterling Hayden	June, 52	89m	Mar. 29	1298	AY		Fair
Desert Legion (C) (315) Univ.	Alan Ladd-Arlene Dahl	Apr., '53			1274	AV	A 2	A
Desert Passage (230) RKO	Tim Holt-Joan Dixon	May, 52	60m	May 24	1374 {S}1367	AY	A-2	Average
Desert Pursuit (5209) Mono.	Wayne Morris	May 11,'52 Apr.,'53	71m	May 17 Jan. 24	(5)1695			
Desert Rats, The 20th-Fox Desert Song, The (color) WB	Robert Newton-James Mason Kathryn Grayson-Gordon MacRae	Not Set			(5)1679			
Desperadoes Outpost (5174) Rep.	Allan Rocky Lane	Oct. 8,'52	54m	Oct. 11	1559	AYC		Good
Desperate Search, The MGM	Howard Keel-Jane Green	Jan., '53	71m	Nov. 29	1622		В	Good
Destination Gobi (color) 20th-Fox	Richard Widmark-Don Taylor	Apr., '53	96m	Nov. 29 Aug. 16	(S) 1623 1485	AY	A-2	Very Good
Devil Makes Three, The (302) MGM Diplomatic Courier (222) 20th-Fox	Gene Kelly-Pier Angeli Tyrone Power-Patricia Neal	Sept., '52 July, '52	97m	June 21	1417	AY	A-2	Good
Don't Bother to Knock (224) 20th-Fox	Richard Widmark-Marilyn Monroe	Aug., 52	76m	July 19	1453	A	В	Very Good

					0.00	HEWE		DATING	
			Release	Runnie		synopsis	Nat'l	RATING	Herald
TITLE—Production Number—Con	mpany	Stars	Date	Time		Page	Groups	L. of D.	Review
Down Among the Sheltering Palms									
(C) 2	Oth-Fox	Mitzi Gaynor-David Wayne	May, 53		Jan. 12,'52	(5)1186			
Dream Wife	MGM 20th-Fox	Cary Grant-Deborah Kerr	Mar., 53	07	Jan. 24	(S)1694 1461	AY	B A-2	Excellent
Dreamboat (223) Duel at Silver Creek, The (C) (228)		Clifton Webb-Ginger Rogers Audie Murphy-Faith Domergue	Aug., 52 Aug., 52	83m 77m	July 26 July 12	1442	AY	A-1	Good
	-								
	Comml.	Daniel Gelin-Anne Vernon	Apr., '52	90m	May 3 Oct. 25	1350	AY	A-2	Good Very Good
Eight Iron Men Encore (Brit.) (5122)	Para.	Bonar Colleano-Arthur Franz Roland Culver-Glynis Johns	Dec., 52 July, 52	80m 90m	Apr. 5	1305	AY	A-2	Excellent
Everything I Have Is Yours (C) (306)		Marge and Gower Champion	Oct., '52	92m	Sept. 27	1541	AYC	A-2	Excellent
CARLLOUS C. II. (FIRS)			4 1150			1200	A W		EIIA
FABULOUS Senorita (5125)	Rep.	Estelita Rodriguez-Robert Clarke James Mason-Robert Preston	Apr. 1,'52 Nov. 14,'52	80m	Mar. 29 Nov. 15	1298	AY	A-2 B	Excellent Excellent
Face to Face (309) Faithful City, The (Israel) (303)	RKO	James Mason-Robert Preston Jamie Smith-John Slater	May, '52	92m 86m	Apr. 5	1306	AY	A-1	Very Good
Fargo (5226)	Mono.	Bill Elliott-Phyliss Coates	Sept. 7,'52	69m	Sept. 13	1526		A-1	Good
	20th-Fox	Betty Grable-Dale Robertson	Feb., 53		Dec. 6	(5)1630			V C I
Father's Dilemma (Ital.)	Davis MGM	Aldo Fabrizi-Gaby Morlay	Sept., 52	88m	Oct. 4	1550	AYC	B A-I	Very Good Very Good
Fearless Fagan (241) Feudin' Fools (5213)	Mono.	Janet Leigh-Carleton Carpenter Leo Gorcey-Huntz Hall	Aug., '52 Sept. 21, '52	79m 63m	July 12 July 5	(5)1434	AIC	A-1	very odda
Fighter, The	UA	Richard Conte-Vanessa Brown	May 25, 52	78m	May 10	1357	AY	A-2	Good
Five Angles on Murder									0 1
(formerly Woman in Question) (Brit.		Jean Kent-Dirk Bogarde	Not Set	88m	Feb. 23, 52	1246	A	В	Good
5000 Fingers of Dr. T, The (C) Flat Top (color) (5201)	Col.	Peter Lind Hayes-Mary Healy Sterling Hayden-Richard Carlson	Not Set Nov. 30, 52	85m	Jan. 10 Nov. 22	(S)1679 1614	AY	A-I	Very Good
Flowers of St. Francis (Ital.)	Burstyn	Aldo Fabrizi	Oct. 6, 52	85m	Oct. 11	1559			Fair
Forbidden Games (Fr.)	Times	Brigitte Fossey-Georges Poujouly	Dec., '52	89m	Dec. 20	1647			Excellent
Fort Apache	RKO		Mar. 27, '53						
Fort Vengeance (color) (5303) Four Poster, The	Col.	James Craig-Rita Moreno Rex Harrison-Lilli Palmer	Mar. 29,'53 Jan.,'53	103m	Oct. 11	1558		A-2	Excellent
Francis Covers the Big Town	Univ.	Donald O'Connor-Yvette Dugay	Not Set	103111	Mar. 22	(S) 1291			
Francis Goes to West Point (224)	Univ.	Donald O'Connor-Lori Nelson	July, 52	81m	June 14	1397	AYC	A-1	Very Good
CAMPIER AND THE PROPERTY					D	1111			A
GAMBLER and the Lady (5204) Geisha Girl	Lippert	Dane Clark	Dec. 26, 52 June, 52	71 m	Dec. 20 Aug. 30	(S)1511		В	Average
Girl in White, The (232)	Realart	Martha Hyer-William Andrews June Allyson-Arthur Kennedy	May, '52	93m	Mar. 22	1289	AY	A-I	Very Good
	20th-Fox	June Haver-Dan Dailey	May, '53		141011 22	1407			,
Girls in the Night (311)	Univ.	Joyce Holden-Glenda Farrell	Feb., '53	83m	Jan. 17	1686			Good
Glass Wall, The	Col.	Vittorio Gassman-Gloria Grahame	Not Set	70	Nov. 29	(S)1623		8	Good
Glory Alley (234) Gobs and Gals (5128)	MGM Rep.	Leslie Caron-Ralph Meeker Bernard BrosCathy Downs	June, 52 May 1, 52	79m 88m	May 24 May 3	1373	AYC	A-2	Very Good
Gold Fever (5220)	Mono.	John Calvert-Ralph Morgan	June 15,'52	63m	July 5	(S)1434	7110	A-1	, 0000
Golden Hawk, The (color) (508)	Col.	Sterling Hayden-Rhonda Fleming	Oct., '52	83m	Sept. 13	1525	AY	8	Very Good
Great White Hunter (form, Macombe									0 1
Affair) (5209)	Lippert	Gregory Peck-Joan Bennett (reissue)	Dec. 12,'52	89m	Feb. 1,'47	1177	AYC	В	Good Superior
Greatest Show on Earth (C)* (5129) Guerrilla Girl	Para. UA	All-Star Cast Helmut Dantine	July, 52 Jan. 23, 53	153m	Jan. 5 Jan. 24	(5)1694	AIC	Đ	Superior
Guest of the House	Astor	Anne Baxter-Ralph Bellamy (reissue)		121m	Dec. 9,'44	101.0			Excellent
Guest Wife	UA	Claudette Colbert-D. Ameche (reissue	Sept. 5, '52	90m	July 28,'45				Excellent
	20th-Fox	Gregory Peck-Jean Parker (reissue)	Jan., '53	87m	1 24	16)1104			
Gunsmoke (color) (312)	Univ.	Audie Murphy-Susan Cabot	Mar., '53	79m	Jan. 24	(5)1694			
HALF-Breed (color) (228)	RKO	Robert Young-Janis Carter	May, 52	81m	Apr. 19	1321	AY	8	Good
Hangman's Knot (color)	Col.	Randolph Scott-Donna Reed	Jan., '53	84m	Nov. I	1589	AY	A-2	Very Good
Hans Christian Andersen (color) (351		Danny Kaye-Farley Granger	Dec. 19,'52	112m	Nov. 29	1621	AYC	A-1	Excellent
Happy Time, The (506) Has Anybody Seen My Gal? (226)	Col.	Charles Boyer-Louis Jourdan	Dec., 52	94m	Aug. 16	1485	AY	A-2	Excellent
(color)	Univ.	Piper Laurie-Charles Coburn	July, '52	89m	June 14	1397	AYC	A-1	Good
Hellgate (5113)	Lippert	Sterling Hayden-Joan Leslie	Sept. 5,'52	87m	Aug. 23	1502		В	Very Good
Here Come the Marines (5212)	Mono.	Leo Gorcey-Huntz Hall	June 29,'52	66m	June 14	1398		A-2	Good
Hiawatha (color) (5202) High Noon*	AA	Vincent Edwards-Yvette Dugay	Dec. 28,'52	80m	Dec. 20 May 3	1645	AY	A-1 A-2	Excellent Very Good
	UA	Gary Cooper-Grace Kelly Liam Redmond-Mary Morris	July 30, 52 May, 52	85m 90m	May 3 May 31	1382	71	A-1	Excellent
Hitch-Hiker, The	RKO	Edmond O'Brien-Frank Lovejoy	Mar. 13,'53	71m	Jan. 17	1686			Good
Holiday for Sinners (239)	MGM	Keenan Wynn-Janice Rule	July, 52	72m	June 28	1426	A	A-2	Good
Homesteaders, The (5323)	AA	Bill Elliott	Feb. 8, 53	01-	C1 20	1534	A	A 2	Good
Horizons West (235) (color) Hour of 13, The (309)	Univ. MGM	Robert Ryan-Julia Adams Peter Lawford-Dawn Addams	Oct., 52 Nov., 52	81m	Sept. 20 Oct. 4	1534	AY	A-2 A-2	Good
Hurricane Smith (color) (5204)	Para.	Yvonne De Carlo-John Ireland	Oct., '52	90m	Sept. 13	1525	AY	B	Good
I CONFESS	WB	Montgomery Clift-Anne Baxter	Feb. 28,'53	20	D ===	1110		D.	V 6 .
I Don't Care Girl, The (C) (302) 2 I Dream of Jeanie (color) (5106)	Oth-Fox	Mitzi Gaynor-David Wayne Ray Middleton-Muriel Lawrence	Jan., '53 June 1, '52	78m 90m	Dec. 27 June 14	1662	AYC	B A-1	Very Good Good
Love Melvin (color)	Rep. MGM	Donald O'Connor-Debbie Reynolds	Mar., '53	70m	Dec. 27	(5)1663	AIG	N. I	3000
I'll Get You (5206)	Lippert	George Raft-Sally Gray	Jan. 16, 53	79m		, - ,			
Importance of Being Earnest (C) (381	)								r
(Brit.) Iron Mistress, The (C) (206)*	WB	Michael Redgrave-Joan Greenwood	Dec. 22, 52	95m	Dec. 27	1565	AY	A-2	Excellent Very Good
Island of Desire (C)	UA	Alan Ladd-Virginia Mayo Linda Darnell-Tab Hunter	Nov. 22,'52 Aug. 4,'52	110m 93m	Oct. 18 Aug. 2	1470	AT	A-2 B	Very Good Fair
Island Rescue (Brit.) (283)	Univ.	David Niven-Glynis Johns	June, '52	87m	June 28	1426	AYC	A-I	Excellent
It Grows on Trees (303)	Univ.	Irene Dunne-Dean Jagger	Nov., '52	84m	Nov. I	1589	AYC	A-1	Excellent
It's in the Bag	UA		Sept. 5, 52	87m	Feb. 17,'45	1419	AVO	4 4	Excellent
ivenhoe (color) (307)* Invesion U.S.A.	MGM	Robert Taylor-Elizabeth Taylor	Feb. 20, 53	106m	June 21	1417	AYC	A-1	Excellent
Ivory Hunter (color) (Brit.)	Col. Univ.	Gerald Mohr-Peggie Castle Anthony Steel-Dinah Sheridan	Dec., '52 June, '52	74m 97m	Dec. 6 May 24	1630	AYC	B A-1	Average Very Good
(see ) (see )	5	, c							,
JALOPY (5318)	AA	Bowery Boys	Mar. 1,'53						
Jamaica Run (C)	Para.	Ray Milland-Arlene Dahl	May, 53	104	Jan. 24	(5)1694			Von C.
Jazz Singer, The (color) Jeopardy	MGM	Danny Thomas-Peggy Lee Barbara Stanwyck-Barry Sullivan	Feb., '53 Feb., '53	106m 69m	Jan. 10 Jan. 24	1677			Very Good Good
Jumping Jacks (5121)*	Para.	Dean Martin-Jerry Lewis	July, '52	96m	June 7	1389	AYC	A-1	Excellent
		,	30.71 00		-				
to decree outline sometime. Trans-									1407

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VIVI C Books North C		Stars	Release	Runnin		унорги	Nat'l	1 -40	Herald
TITLE—Production Number—C			Date	Time	Issue	Page	Groups	L. of D	. Review
Junction City (486)	Col. Lippert	Charles Starrett-Smiley Burnette Rod Cameron-Cesar Romero	July,'52 Aug. 1,'52	54m 74m	July 5	1433		A-1	Good
Jungle, The (5112) Jungle Girl (5208)	AA	Johnny Sheffield	Dec. 7, 52	70m	Aug. 23	1303		A-1	3000
Just Across the Street (223)	Univ.	Ann Sheridan-John Lund	June, 52	79m	May 31	1382	AY	A-2	Very Good
Just for You (color) (5201)*	Para.	Bing Crosby-Jane Wyman	Sept., '52	104m	Aug. 2	1469	AYC	A-2	Excellent
KANGAROO (color) (217)*	20th-Fox	Peter Lawford-Maureen O'Hara	June, '52	94	Man. 24	1373	AY	A-2	Good
Kansas City Confidential	UA	John Payne-Coleen Gray	Jan. 16, 53	84m 98m	May 24 Nov. 15	1606	A	B	Fair
Kanses Pacific (5302) (color)	AA	Sterling Hayden-Eve Miler	Feb. 22, '53		Aug. 30	(5)1511			
Kansas Territory (5225)	Mono.	Bill Elliott-Peggy Stewart	May 20,'52	65m	May 24	1374	4 V	A-1	Good
Kid from Broken Gun (481) Kid Monk Baroni	Col. Realart	Charles Starrett-Smiley Burnette Richard Rober-Bruce Cabot	Aug., 52 May, 52	56m 80m	Aug. 16	1485	AY	A-I B	Good Average
King Kong (269)	RKO		issue) May, 52	100m	Apr. 26 Feb. 18, 33	1327			Average
LADY in the Iron Mask (218) (C)	20th-Fox	Louis Hayward-Patricia Medina	July,'52	78m	June 14	1398	AY	A-1	Good
Lady of Burlesque Laramie Mountains (485)	Col.	B. Stanwyck-Michael O'Shea (reiss Charles Starrett-Smiley Burnette	Apr., '52	91m 54m	May 1,43 Apr. 12	1314	AYC	A-I	Good Fair
Last of the Comenches (C)	Col.	Broderick Crawford-Barbara Hale	Feb., '53	85m	Jan. 3	1669	MIG	A-1	Good
Last Train from Bombay (504)	Col.	John Hall-Lise Ferraday	Aug., '52	72m	Aug. 2	1471	AY	A-I	Average
Laura (252)	20th-Fox	Gene Tierney-Dana Andrews (rei Rock Hudson-Julia Adams	issue) May, 52	88m	Oct. 14,'44	1420		A 2	Good
Lewiess Breed (color) (306) Leave Her to Heaven (color) (255)	Univ. 20th Fox		Jan.,'53 issue} June,'52	83m	Dec. 6 Dec. 29, 45	1629		A-2	Very Good Good
Leonardo Da Vinci (color)	Pictura	Documentary	Jan. 1,'53	70m	Nov. 29	1622		A-1	Very Good
Leopard Man, The (270)	RKO		issue) May, 52	66m	May 8, 43				Fair
Les Miserables (225)	20th-Fox MGM	Michael Rennie-Debra Paget Leslie Caron-Mel Ferrer	Aug., '52	104m	July 26	1462	AY	A-2	Good
Lili (color) Limelight	UA	Charles Chaplin-Claire Bloom	Spec. Oct. 23,'52	143m	Nov. 22 Oct. 11	(S)1615 1557	AY	В	Excellent
Little World of Don Camillo (Ital		Fernandel-Gino Cervi	Jan., '53	103m	Jan. 24	1694			Very Good
Lion and the Horse, The (119) (C.		Steve Cochran-Black Knight	Apr. 19,'52	83m	Mar. 22	1290	AYC	В	Good
Loan Shark (5111)	Lippert	George Raft-Dorothy Hart	May 23, 52	79m	May 3	1350		В	Average
Look Who's Laughing (381) Lost in Alaska (229)	RKO Univ.	Lucille Ball-Edgar Bergen (rei Abbott & Costello-Mitzi Green	Aug., 52 Aug., 52	79m 76m	Sept. 20,'41 July 26	1462	AY	A-2	Good
Lovely to Look At (color) (237)*	MGM	Kathryn Grayson-Howard Keel	July, 52	102m	May 31	1381	AY	A-2	Excellent
Lure of the Wilderness (227) (C)	20th-Fox	Jean Peters-Jeffrey Hunter	Sept., '52	92m	July 26	1461	AY	A-1	Very Good
Lusty Men, The (304)	RKO	Susan Hayward-Robert Mitchum	Oct., '52	113m	Sept. 27	1542	AY	A-2	Good
Luxury Girls Lydia Bailey (color) (219)	UA 20th-Fox	Susan Stephen Anne Francis-Dale Robertson	Jan. 30,'53 June,'52	89m	May 31	1381	AY	A-2	Very Good
cycle delicy (color, (crit)			00.00,02	07111	may 31	1501			10.7000
MA AND PA Kettle on Vacation (3)	4) Univ.	Marjorie Main-Percy Kilbride	Apr., '53	75m					
Macao (224)*	RKO	Robert Mitchum-Jane Russell	Apr., '52	80m	Mar. 29	1297	A	В	Good
Magic Box, The (Brit.) (C) Maye Man Behind the Gun (C) (211)	r-Kingsley WB	Robert Donat Randolph Scott-Patrice Wymore	Sept. 24, 52 Jan. 31, 53	93m 82m	Sept. 20 Dec. 27	1534		A-1	Good
Man in the White Suit (282) (Bri		Alec Guinness-Joan Greenwood	Apr., '52	85m	Apr. 5	1306	AY	A-1	Very Good
Man on a Tightrope	20th-Fox	Fredric March-Gloria Grahame	May, '53						
Man with the Grey Glove (Ital.)	IFE	Annette Bach-Mario Del Monaco	Jan., '53	102m	Jan. 10	1678	4.14	В	Good
Mara Maru (120) Marksman, The (5333)	WB	Erroll Flynn-Ruth Roman Wayne Morris	May 3,'52 Apr. 5,'53	98m	Apr. 5	1305	AY	A-2	Very Good
Marrying Kind, The (425)*	Col.	Judy Holliday-Aldo Ray	Apr., '52	93m	Mar. 15, '52	1281	AY	A-2	Excellent
Marshal of Cedar Rock	Rep.	Allan Rocky Lane	Jan. 1,'53						
Maverick, The (5322)	AA	Bill Elliott	Dec. 14,'52	71m	Jan. 3	1669		4 5	Average
Maytime in Mayfair (Brit.) (C) Meet Me at the Fair (C) (307)	Realart Univ.	Anna Neagle-Michael Wilding Dan Dailey-Diana Lynn	Apr., '52 Jan., '53	94m 87m	Apr. 26 Dec. 13	1329		A-2 A-1	Fair Very Good
Member of the Wedding	Col.	Ethel Waters-Julie Harris	Not Set	91m	Dec. 20	1645		A-2	Good
Merry Widow, The (color)* (301)	MGM	Lana Turner-Fernando Lamas	Sept., '52	103m	July 12	1441	AYC	A-2	Excellent
Merry Wives of Windsor (Ger.)	Central	Sonja Ziemann-Paul Esser Esther Williams-Victor Mature	Sept. 20, 52	93m	Sept. 27	1542			Good
Million Dollar Mermaid (C) (312) Miracle of Fatima (color) (203)*		Gilbert Roland-Angela Clark	Dec., '52 Oct. 11, '52	115m	Nov. 8 Aug. 23	1597	AY	A-1	Good Superior
Mississippi Gambler (color) (310)		Tyrone Power-Piper Laurie	Feb., '53	98m	Jan. 10	1677	, , ,	В	Very Good
Mr. Walkie Talkie (5203)	Lippert	Joe Sawyer-William Tracy	Nov. 28,'52	65m	Dec. 6	1630	4.37		Average
Monkey Business (230)	20th-Fox	Cary Grant-Marilyn Monroe Ursula Thiess-Diana Douglas	Sept., '52	97m	Sept. 6	1517	AY	B	Excellent
Monsoon (color) Montana Belle (color) (308)	RKO	Jane Russell-George Brent	Dec. 14,'52 Nov.,'52	81m	Nov. 22 Nov. 1	(S)1615 1589		B	Good
Montana Incident (5253)	Mono.	Whip Wilson	Aug. 10,'52	54m	Aug. 30	1510		A-1	Fair
Montana Territory (color) (438)	Col.	Lon McCallister-Wanda Hendrix	June, '52	64m	June 7	1389	AY	A-I	Good
Moulin Rouge (C) My Cousin Rachel (301)	20th-Fox	Jose Ferrer-Collette Marchand Olivia de Havilland-Richard Burton	Mar., '53 Jan., '53	123m 98m	Dec. 27 Dec. 27	1661		A-2	Very Good
My Man and I (303)	MGM	Shelley Winters-Wendell Corey	Sept., '52	99m	Aug. 23	1502	AY	A-2	Very Good
My Pal Gus (233)	20th-Fox	Richard Widmark-Joanne Dru	Dec.,'52	83m	Nov. 15	1606	AY	В	Very Good
My Wife's Best Friend (231)	20th-Fox	Anne Baxter-Macdonald Carey	Oct., '52	87m	Oct. 11	1558		В	Good
NAVED Sous The Lecter	мем	James Stewart-Janet Leigh	Feb., '53	91m	Jan. 17	1685			Excellent
NAKED Spur, The (color) Narrow Margin (226)	RKO	Charles McGraw-Marie Windsor	May, '52	70m	Apr. 12	1314	AY	A-2	Excellent Good
Never Let Me Go	MGM	Clark Gable-Gene Tierney	Apr., '53		Jan. 24	(5)1694			
Never Wave at a Wac	RKO	Rosalind Russell-Paul Douglas	Jan. 28, 53	87m	Dec. 20	1645		A-2	Excellent
Niagara (color) (306)	20th-Fox	Marilyn Monroe-Joseph Cotten	Feb., '53	89m	Jan. 24	1693	A		Very Good
Night Without Sleep (235) Night Without Stars	RKO	Gary Merrill-Linda Darnell David Farrar-Nadia Gray	Nov., '52 Mar. 6, '53	77m	Oct. 4	1550	A	8	Average
No Holds Barred (5214)	AA	Leo Gorcey	Nov. 23,'52	66m	Sept. 20	(5) 1534		A-2	
No Room for the Groom (220)	Univ.	Tony Curtis-Piper Laurie	May,'52	82m	May 10	1357	A	В	Good
No Time for Flowers (313)	RKO	Viveca Lindfords-Paul Christian	Jan. 31,'53	83m	Dec. 6	1629		A-2	Good
O. HENRY's Full House (228)	20th-Fox	All Star Cast	Sept., '52	91m	Aug. 23	1501	AY	A-2	Excellent
Of Love and Bandits (Ital.)	I.F.E.	Amedeo Nazzari	Jan., '53	98m	Jan. 24	1694		-	Fair
Off Limits	Para.	Bob Hope-Marilyn Maxwell	Apr., '53	40	Dec. 20	(5)1647	440	A .	c .
Old Oklahoma Plains (5144) One Minute to Zero (301)	Rep. RKO	Rex Allen Robert Mitchum-Ann Blyth	July 25,'52 Aug.,'52	60m 105m	Aug. 23 July 19	1503 1454	AYC	A-1 A-1	Good Good
Operation Secret (205)	WB	Cornel Wilde-Phyllis Thaxter	Nov. 8, 52	108m	Oct. 11	1558	AY	B	Very Good
Outcast of the Islands (Brit.)	UA	Trevor Howard-Ralph Richardson	July 11,'52	93m	May 17	1366	A	B	Good
Outcasts of Poker Flat (216)	20th-Fox	Dale Robertson-Anne Baxter Marie Windsor-Richard Rober	May, 52	81m	May 10	1357	A	A-2	Very Good
Outlaw Women (color) (5105)	Lippert	Wille William Richard Kober	June, 52	75m	Apr. 19	1321		0	Average

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TITLE—Production Number—Company	Stars	Release Date	Running Time		iynopiis Page	Nat'l Groups	L. of D	Herald
Outpost in Malaya (Brit.) UA Overland Trail Riders Rep.	Claudette Colbert-Jack Hawkins Rex Allen	Nov. 21,'52 Not Set	88m	Nov. 15 Jan. 10	1606 (S)1679	AY	A-2	Good
PAR Row UA Pat and Mike* (235) MGM	Gene Evans-Mary Welch	Aug. 12,'52 June,'52	83m 95m	Aug. 9	1477	AY	A-2 A-2	Good
Parhfinder, The (color) Col.	Spencer Tracy-Katharine Hepburn George Montgomery-Helena Carter	Jan., '53	78m	May 17 Dec. 20	1646	AY	A-1	Good
Paula (436) Col.	Loretta Young-Kent Smith	June, 52	80m	May 17	1366	AY	A-2	Good
Perils of the Jungle (5214) Lippert	Clyde Beatty (reissue)	Mar. 13,'53	02	14 2	1250			C 1
Perfectionist, The (French) Discina Peter Pan (color) RKO	Pierre Fresnay All Cartoon Feature	May 1,'52 Feb. 5,'53	92m 77m	May 3 Jan. 17	1350			Good Excellent
Pirate Submarine (5110) Lippert	Special Cast	July 18,'52	69m	Aug. 9	(S) 1479		A-1	Laconom
Pleasure Island (5215) (color) Para.	Don Taylor-Leo Genn	Mar., '53		Nov. 15	(S)1607			- "
Plymouth Adventure (color) (310)* MGM	Spencer Tracy-Gene Tierney	Nov., '52	104m	Oct. 25	1581	AYC	A-2	Excellent
Pony Express (color) Para. Pony Soldier (C) (237) 20th-Fox	Charlton Heston-Rhonda Fleming Tyrone Power-Cameron Mitchell	Apr., '53 Nov., '52	82m	Nov. 8	1597	AYC	A-1	Excellent
Port Sinister RKO	James Warren	Apr. 10,'53						
President's Lady 20th-Fox	Susan Hayward-Charlton Heston	Apr., 53	101	Jan. 24	(S)1694	440		V C 1
Prisoner of Zenda (color) (308)* MGM Promoter, The (Brit.) (285) Univ.	Stewart Granger-Deborah Kerr Alec Guinness-Valerie Hobson	Nov., '52 Oct. 28, '52	101m 88m	Oct. 18 Oct. 25	1565	AYC	A-I	Very Good Excellent
QUIET Man, The (color)* Rep.	John Wayne-Maureen O'Hara	Not Set	1290	May 17	1365	AY	A-2	Superior
Quo Vadis (color)* (218) MGM	Robert Taylor-Deborah Kerr	Spec.	168m	Nov. 24	1118	AY	A-1	Superior
RAIDERS, The (C) (301) Univ.	Richard Conte-Viveca Lindfors	Nov., '52	80	Oct. 11	1558	AY	A 2	Very Good
Rainbow Round My Shoulder (C) (503) Col.	Frankie Laine-Billy Daniels	Sept., 52	80m 78m	Aug. 9	1477	AY	A-2 A-1	Good
Rains Came, The (256) 20th-Fox	Myrna Loy-Tyrone Power (reis:	sue) June, 52		Sept. 8, 39				
Red Ball Express (218) Univ.	Jeff Chandler-Alex Nicol Alan Ladd-Lizabeth Scott	May, 52	83m	May 3	1349	AY	A-1	Very Good
Red Mountain (color) (5113)* Para. Red Planet Mars UA	Alan Ladd-Lizabeth Scott Peter Groves-Andrea King	May, 52 May 15, 52	84m 87m	Nov. 17 May 17	1109	AY	A-2 A-2	Good Fair
Red River UA	John Wayne-M. Clift (reissue	e) June 6, 52		July 17, 48	1307	~ 1	M-2	Excellent
Red Shoes, The (color) (Brit.) UA	Moira Shearer-Anton Walbrook	June 13,'52	133m	Oct. 23, 48	4357	AY	В	Excellent
Red Snow (439) Col. Redhead from Wyoming (color) (309) Univ.	Guy Madison-Ray Mala Maureen O'Hara-Alex Nicol	July, 52 Jan., 53	75m	June 21	1418	AY		Good
Ride the Man Down (color) (5202) Rep.	Brian Donlevy-Forrest Tucker	Jan. 1, 53	80m 90m	Dec. 20 Nov. 1	1645 1590	AYC	A-2 A-1	Good
Ring, The UA	Gerard Mohr-Rita Moreno	Sept. 26,'52	79m	Aug. 30	1510	AY	A-2	Good
Road to Bali (color) (5209) Para. Robin Hood (see Story of Robin Hood)	Bing Crosby-Bob Hope	Jan., '53	90m	Nov. 22	1613	AYC	A-2	Excellent
Rogue's March MGM	Peter Lawford-Janice Rule	Feb., '53	84m	Jan. 3	1669		A-1	Very Good
Rose Bowl Story, The (C) (5204) Mono.	Marshall Thompson-Vera Miles	Aug. 24,'52	73m	Aug. 30	1509		A-I	Excellent
Rough Tough West (487) Col. Ruby Gentry (303) 20th-Fox	Charles Starrett-Smiley Burnette Jennifer Jones-Charlton Heston	June, '52 Jan., '53	54m 82m	June 28 Dec. 27	1662	AYC	A-I B	Good
SALLY and Saint Anne (225) Univ.	Ann Bluth Edmund Guana	July, '52	00	1 20	1424			v . c . i
Salome (color) Col.	Ann Blyth-Edmund Gwenn Rita Hayworth-Stewart Granger	Not Set	90m	June 28	1426	AYC	A-1	Very Good
San Francisco Story (121) WB	Yvonne DeCarlo-Joel McCrea	May 17,'52	80m	Apr. 12	1314	AY	В	Good
Savage, The (color) (5206) Para.	Charlton Heston-Susan Morrow	Nov., 52	95m	Sept. 20	1534	AYC	A-I	Good
Savage Mutiny Col. Scaramouche (C) (236)* MGM	Johnny Weissmuller Stewart Granger-Janet Leigh	Not Set June, '52	73m 115m	Jan. 17 May 17	1687	AYC	A-2	Fair Excellent
Scared Stiff Para.	Martin & Lewis-Lizabeth Scott	Not Set	113111	Jan. 10	(S)1679	AIC	A-2	Excellent
Scarlet Angel (C) (222) Univ.	Yvonne De Carlo-Rock Hudson	June, 52	81 m	May 31	1382	A	8	Good
Scotland Yard Inspector (5202) Lippert Sea Around Us, The (color) RKO	Cesar Romero-Lois Maxwell Documentary	Oct. 31,'52 Apr. 22,'53	73m 61m	Nov. 29	1623			Fair
Sea Tiger (5218) Mono.	John Archer-Marguerite Chapman	July 27, 52	71m	Jan. 17 Aug. 30	1686		A-2	Very Good Good
Secret Flight (Brit.) Unity	Ralph Richardson-Raymond Huntley	Aug., '52	74m	July 12	1442			Good
Secret People (Brit.) (5116) Lippert See How They Run MGM	Valentina Cortesa-Audrey Hepburn	Aug. 29, 52	87m	Aug. 30	1510		A-2	Fair
Seminole (color) (313) Univ.	Dorothy Dandridge-Robert Horton Rock Hudson-Barbara Hale	Apr., '53 Mar., '53	86m	Jan. 24 Dec. 20	(S)1694 (S)1647			
Shane (color) Para.	Alan Ladd-Jean Arthur	Not Set	00111	Apr. 19	(5)1323			
She's Back on Broadway (color) WB She's Working Her Way Through	Virginia Mayo-Gene Nelson	Mar. 14,'53	95m	Jan. 24	1693			Good
College (C) (128)* WB Silver Whip (309) 20th-Fox	Virginia Mayo-Ronald Reagan Rory Calhoun-Dale Robertson	July 12,'52 Mar.,'53	101m	June 7 Dec. 27	1389 (S)1663	AY	B	Very Good
Skirts Ahoy! (C) (233)* MGM	Esther Williams-Barry Sullivan	May, '52	109m	Apr. 12	1313	AYC	A-1	Excellent
Sky Full of Moon (311) MGM	Carleton Carpenter-Jan Sterling	Dec., '52	73 m	Nov. 8	1597	AY	A-2	Fair
Small Town Girl (color) MGM Sniper, The (434) Col.	Jane Powell-Farley Granger	Apr., '53 May, '52	0.7	Nov. 29	(5)1623	4	4.0	6 1
Snows of Kilimanjaro (color) 20th-Fox	Adolphe Menjou-Arthur Franz Gregory Peck-Susan Hayward	(Spec.)	87m	Mar. 22 Sept. 20	1533	AY	A-2 B	Good Excellent
Sombrero (color) MGM	Ricardo Montalban-Cyd Charisse	Not Set		Nov. 29	(S)1623	73.1	U	Excellent
Somebody Loves Me (color) (5203) Para.	Betty Hutton-Ralph Meeker	Oct., '52	97m	Aug. 23	1501	AY	A-2	Very Good
Something for the Birds (238) 20th-Fox Son of Ali Baba (color) (231) Univ.	Victor Mature-Patricia Neal Tony Curtis-Piper Laurie	Oct., '52 Sept., '52	81m 75m	Oct. 11 Aug. 23	1558		A-1	Good
Son of Paleface (color) (5124)* Para.	Bob Hope-Jane Russell	Aug., '52	104m	July 19	1453	AY	A-2 B	Good Excellent
Sound Off (color) (428) Col.	Mickey Rooney-Ann James	May, 52	83m	Apr. 12	1313	AYC	A-I	Good
South Pacific Trail (5145) Rep. Spider and the Fly, The (Brit.) Bell	Rex Allen Eric Portman-Nadia Gray	Oct. 20, 52	60m	Nov. 15	1606	AYC	A-2	Fair
Springfield Rifle (C) (204) WB	Gary Cooper-Phyllis Thaxter	May 1, 52 Oct. 25, 52	73m 93m	Mar. 29 Oct. 4	1298 1555	AY	A-2 A-1	Fair Good
Stalag 17 Para.	William Holden-Don Taylor	Not Set		Jan. 10	(5)1679		7.4-1	3000
Star, The 20th-Fox	Bette Davis-Sterling Hayden	Not Set	90m	Dec. 27	1661			Excellent
Star of Texas (5332) AA Stars and Stripes Forever(C)(239)* 20th-Fox	Wayne Morris Clifton Webb-Ruth Hussey	Jan. 11, 53 Dec., 52	68m 89m	Jan. 17 Nov. 22	1686	AYC	A 1	Excellent Very Good
Stars Are Singing, The (color) (5214) Para.	Rosemary Clooney-Lauritz Melchior	Mar., '53	27111	Oct. 4	(S)1551	710	A-1	Very Good
Steel Trap (232) 20th-Fox	Joseph Cotten-Teresa Wright	Nov., '52	85m	Oct. 25	1582		A-2	Fair
Stolen Face (5109) Lippert Stooge, The (5212) Para.	Paul Henreid-Lizabeth Scott Dean Martin-Jerry Lewis	June 16,'52	71m	June 7	1389		В	Good
Stop, You're Killing Me (210) (C) WB	Broderick Crawford-Claire Trevor	Feb., 53 Jan. 17, 53	100m 86m	Oct. 11 Dec. 13	1637		A-1 A-2	Very Good
Storm Over Tibet (416) Col.	Diana Douglas-Rex Reason	July, 52	87m	Dec. 29	1169	AY	B	Good
Story of Robin Hood (C) (391)* Disney-RKO	Richard Todd-Joan Rice	July, '52	84m	Dec. 22	1289	AYC	A-1	Very Good
Story of Three Loves, The (color) MGM Story of Will Rogers (color) (129)* WB	Jane Wyman-Will Rogers, Jr.	Spec. July 26,'52	109m	July 19	1453	AYC	A-1	Excellent

				- REVIEWED -		RATINGS		
TITLE—Production Number—Company	Stars	Release Date	Runnin Time	g (S)=	synopis Page	Nat'l Groups	L. of D.	Herold
Strange Fascination (505) Col.	Hugo Hass-Cleo Moore	Dec., 52	80m	Oct. 4	1550	Α	В	Fair
Strange Ones, The (Fr.) Mayer-Kingsley	Nicole Stephane-Edouard Dermithe	July, 52	95m	Aug. 9	1477			Good
Stranger in Between, The (Brit.) (284) Univ.	Dirk Bogarde-Elizabeth Sellars	Aug., 52	84m	Aug. 23	1502	AY	A-2	Very Good
Sudden Feer (362)* RKO		Aug., 52	110m	July 26	1461	A	A-2	Good
Sword of Venus RKO	Robert Clarke-Catherine McLeod	Feb. 20, '53	73m	Jan. 17	1687		A-2	Average
TALL Texan, The (5207) Lippert	Lloyd Bridges-Marie Windsor	Feb. 13,'53	84m					
Tales of Hoffmann (color) (Brit.) UA Tangier Incident (5316) AA		June 13,'52 Feb. 1,'53	138m	Apr. 7,'51	793	AY	A-2	Excellent
Target Hong Kong Col.		Feb., '53	66m	Dec. 20	1646		A-2	Fair
Texi (305) 20th-Fox	Dan Dailey-Constance Smith	Feb., '53	77m	Jan. 17	1685		A-I	Excellent
Thief, The UA		Oct. 10,'52	85m	Sept. 27	1541	AY	A-2	Excellent
Thief of Venice (304) 20th-Fox		Jan., '53	91m	Nov. 15	1605	AY	A-2	Very Good
This Above All (253) 20th-Fox Three for Bedroom C (color) (124) WB		Sue) May, 52 June 21, 52	110m	May 16, 52 May 31	1202	AYC	A 2	E.S.
Three Sinners (French) Sachson	Fernandel-Line Noro	July, '52	74m 84m	Aug. 2	1383	AIC	A-2	Fair Average
Thunder in the East (5210) Para.	Alan Ladd-Deborah Kerr	Jan., '53	98m	Nov. I	1590			Fair
Thunderbirds (5201) Rep.	John Derek Mona Freeman	Nov. 27, '52	98m	Nov. 29	1622	AY	A-I	Very Good
Thundering Caravans (5173) Rep.	Alan Rocky Lane	July 20, '52	54m	Aug. 2	1471		A-1	Good
Timber Wolf (5222)  To the Shores of Tripoli (color)	Kirby Grant	Jan. 4,'53	63m					
(257) 20th-Fox	John Payne-Maureen O'Hara (reis	sue) July, 52	86m	Mar. 14,'42		AY	A-2	Excellent
Tonight We Sing (color) 20th-Fox	David Wayne-Ezio Pinza	Apr., '53		Nov. 29	(5)1623			
Too Many Girls (382) RKO		ue) Aug., 52	85m	Oct. 12,'40				
Torpedo Alley (5308)	Mark Stevens-Dorothy Malone	Jan. 25,'53	84m	Dec. 20	1646	A W	A-I	Good
Toughest Man in Arizona (C) (5109) Rep. Treesure of Golden Condor (C)	Vaughn Monroe-Joan Leslie	Oct. 10,'52	90m	Oct. 25	1582	AY		Good
(308) 20th-Fox	Cornel Wilde-Constance Smith	Feb., 53	93m	Jan. 24	1693		4.0	Good
Tromba, the Tiger Man (5201) (Ger.) Lippert	Special Cast Ronald Reagan-Rhonda Fleming	Nov. 14,'52 Jan.,'53	63m 94m	Nov. 22 Dec. 13	1614		A-2	Fair
Tropic Zone (color) (5211) Para. Tropical Heat Wave (5216) Rep.	Estelita-Robert Hutton	Oct. 1.'52	74m	Oct. 11	1637	AY	A-2 A-1	Fair Good
Tulsa (color) UA		June 6, 52	90m	Mar. 19,'49	1339	~ 1	A-1	Excellent
Turning Point, The (5205) Para.	William Holden-Alexis Smith	Nov., 52	85m	Sept. 20	1533	AY	A-2	Good
Two Cents Worth of Hope (Ital.) Times	Mario Fiore-Vincenzo Musolino	Dec., '52	107m	Dec. 20	1647		В	Excellent
UNDER the Red Sea (305) RKO	Documentary	Oct., '52	67m	Oct. 4	1549	AYC	A-1	Very Good
Untamed Frontier (color) (230) Univ.	Joseph Cotten-Shelley Winters	Sept., '52	75m	July 19	1454	AY	A-2	Good
Urtamed Women UA	Lyle Talbot-Doris Herrick	Sept. 12, 52	70m	Aug. 23	1503		A-2	Fair
VALLEY of Eagles (5114) Lippert Voodoo-Tiger Col.	Jack Warner-Nadia Gray Johnny Weissmuller-Jean Byron	Apr. 25,'52 Nov.,'52	83m 67m	Mar. 22 Nov. 1	1290 1590	AYC	A-2 B	Excellent Fair
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WAC from Walla Walla (5123) Rep.	Judy Canova-Stephen Dunne	Oct. 10,'52	83m	Oct. 25	1582	AYC	A-1	Good
Wagon Team (476) Col.	Gene Autry	Sept., 52	6lm	Sept. 13	1526	AY	A-1	Good
Wagons West (color) (5203) Mono. Wait 'Till the Sun Shines, Nellie	Peggie Castle-Rod Cameron	July 6, 52	70m	June 21	1418			Good
(color) (220) 20th-Fox	Jean Peters-Hugh Marlowe	July, 52	108m	May 31	1381	AY	A-2	Excellent
Walk East on Beacon (426)* Col.	George Murphy-Virginia Gilmore	July, 52	98m	Apr. 26	1329	AY	A-1	Very Good
War of the Worlds (C) Para. Washington Story (238) MGM	Gene Barry-A. Robinson Van Johnson-Patricia Neal	May, 53 July, 52	82m	Jan. 10 June 28	(5)1679 1425	AY	A-1	Excellent
Washington Story (238) MGM Way of a Gaucho (color) (229) 20th-Fox	Gene Tierney-Rory Calhoun	Oct., 52	91m	Oct. 4	1549	AY		Cood
We're Not Married (221) 20th-Fox	Ginger Rogers-David Wayne	July, 52	85m	June 28	1425	AY	B	Excellent
What Price Glory (color) (226) 20th-Fox	James Cagney-Dan Dailey	Aug., 52	HIIm	Aug. 2	1469			Excellent
When in Rome (229) MGM	Van Johnson-Paul Douglas	Apr., '52	78m	Mar. I	1253	AY.	A-1	Very Good
Where's Charley (color) (130) WB	Ray Bolger-Allyn McLerie	Aug. 30, 52	97m	June 28	1425	AYC	A-I	Very Good
White Corridors (Brit.) Fine Arts	Google Withers-Godfrey Tearle	June 21,'52	102m	June 21	1418			Good
White Lightning (5326)	Stanley Clements Gina Lollobrigidia-Raf Vallone	Mar. 15, '53	87-	Jan. 3	1669			Very Good
White Line, The (Ital.) Wild Heart, The (274) (color) RKO	Jennifer Jones-David Farrar	Jan. 12,'53 July,'52	87m 82m	Jan. 3 May 31	1382	Α	В	
Wild Heart, The (274) (color) RKO Wild Stallion, The (5205) Mono.	Ben Johnson-Edgar Buchanan	May 12,'52	70m	May 24	1374		A-I	Good
Willie & Joe Back at the Front (233) Univ.	Tom Ewell-Harvey Lembeck	Oct., 52	87m	Oct. 4	1550	AYC	A-1	Very Good
Wings of Danger (5106) Lippert	Zachary Scott-Robert Beatty	Apr. 11, 52	72m	Aug. 9	(S) 1478		A-2	, 5000
Winning of the West Col.	Gene Autry	Jan., '53	57m	Jan. 17	1687		A-1	Good
Winning Team, The (125) WB	Doris Day-Ronald Reagan	June 28,'52	98m	May 24	1373	AYC	A-1	Excellent
With a Song in My Heart (C) (210)* 20th-Fox Woman of the North Country (5144)	Susan Hayward-David Wayne	Apr., '52	117m	Feb. 23	1245	AYC	В	Excellent
(formerly Minnesota) (color) Rep. Woman's Angle, The (Brit.) Stratford	Rod Cameron-Ruth Hussey Edward Underdown-Kathy O'Donnell	Sept. 5, '52 Sept. 29, '52	90m 90m	Aug. 2	1470	AY	A-2	Good
World in His Arms, The (C) (227)* Univ. Wyoming Roundup (5254) AA	Gregory Peck-Ann Blyth Whip Wilson	Aug., '52 Nov. 9, '52	104m 53m	June 21 July 12	1417 (S) 1443	AY	A-1	Excellent
	Like Assker Lean William	M. 100	4.7				4.4	
YANK in Indo-China, A (435) Col. Yankee Buccaneer (234) (color) Univ.	John Archer-Jean Willes Jeff Chandler-Scott Brady	May,'52 Oct.,'52	67m 86m	Apr. 12 Sept. 13	1315	AY	A-1 A-1	Average Very Good
Yellow Sky, The 20th-Fox	Gregory Peck-Anne Baxter (reissue)	Jan., 53	98m	осрт. 13	.020	711	A.1	Very Good
	Peter Lawford-Jane Green	Aug., '52	71m	July 26	1462	AY	В	Good
TOU FOR ME (240)				,				
You for Me (240) MGM Young Men With Ideas (230) MGM	Glenn Ford-Ruth Roman	May, '52	84m	Mar. I	1254	AY	A-2	Fair
	Glenn Ford-Ruth Roman Audrey Hepburn-Nigel Patrick Kirby Grant	May, '52 June 9, '52 Aug. 31, '52	84m 80m 62m	Mar. 1 Nov. 29 July 12	1254 1623 (S)1442	AY		Fair Good

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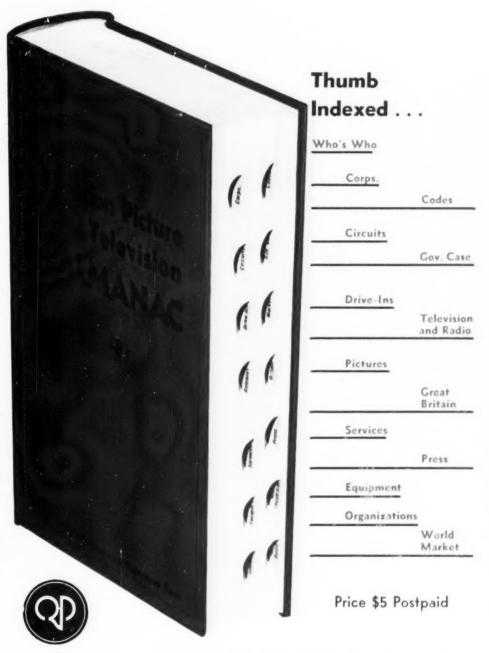
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